

Prepared for:
North to Alaska
c/o State of Alaska,
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and Economic Development

**NORTH
TO
ALASKA**

North to Alaska Conversion Study

Final Report

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Prepared by:

**GMA Research Corporation
40 Lake Bellevue Drive, Suite 100
Bellevue, Washington 98005
(425) 460-8800
FAX (425) 460-8799
DAnderson@GMAResearch.com**

2015

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I. Introduction

North to Alaska, a regional destination marketing program focused on increasing independent highway travel in the State of Alaska and the Canadian provinces of Alberta, British Columbia, and the Yukon Territory, is interested in assessing the effectiveness and cost efficiency of the 2015 program. The results presented in this study represent only the sources tested and evaluated. A total of six sources were tested, which include:

- All Other Sources
- AARP RV
- National Geographic Society Enhanced RV
- Family Motor Coach Gov
- 2nd Year Converters
- 3rd Year Converters

The second-year and third-year conversion of 2013 and 2014 non-converters was measured to test the delayed effectiveness of the past program. Results from these sources are included in the report, but excluded from the 2015 analysis (e.g. matrix, associated graphs/charts) since they are not a component of the measurement of the effectiveness of the 2015 program.

II. Purpose and Objectives

The overall purpose of the North to Alaska Conversion study is to determine the effectiveness and cost efficiency of the North to Alaska Program.

Specific objectives include:

- Determine the effectiveness and cost efficiency of the North to Alaska program in converting recipients of the North to Alaska travel guide to visitors;
- Determine inquiry response rate and visitor conversion rate;
- Determine cost per conversion based on program costs, response, and conversion rates;
- Determine return per dollar invested based on cost per conversion expenditure;
- Determine the relative memorability and usefulness of information supplied to actual and intended travelers;
- Determine visitor behavior (trip purpose, time of year visited, party size, type of trip, length of stay);
- Determine the effectiveness, influence and usefulness of each jurisdictional website, as well as how much was spent while visiting each website.

III. Executive Summary

A. Effectiveness and Cost Efficiency

Conversion Rates (Weighted)

The conversion rate is the percentage of inquirers of the North to Alaska travel guide who actually visit a North to Alaska partner jurisdiction. The rate is calculated by dividing the number of visitor parties by the total number of inquiries.

- Overall, those recipients who drove through Canada and into Alaska converted at a rate of 5.9 percent.

Conversion Rate of Recipients Who Drove Through Canada into Alaska 2011-2015

Year	2011	2012	2013	2014	2015
Conversion Rate	5.7%	5.7%	7.6%	5.8%	5.9%

- Recipients who visited Alaska (drive or fly drive) converted at a rate of 9.1 percent, Alberta (drive only) 6.0 percent, British Columbia (drive only) 11.5 percent and Yukon (drive only) 7.4 percent.
- Those who visited Alaska and/or any Canadian province converted at a rate 16.7 percent

Conversion Rates by Source and by Jurisdiction 2015 (Drive Only)

Source	Drove Through CAN & AK #1	Alaska Convert Drive or Fly Drive #2	Alberta Convert Drive Only #3	B.C. Convert Drive Only #4	Yukon Convert Drive Only #5	Total Visit AK or CAN #6
<i>Sample</i>	<i>N=536</i>	<i>N=997</i>	<i>N=479</i>	<i>N=618</i>	<i>N=537</i>	<i>N=997</i>
AARP RV	1.4	4.9	2.1	8.5	1.4	12.0
Nat. Geo.	3.0	5.2	3.7	5.2	2.2	10.4
Family Motor	2.6	4.1	4.6	8.2	3.6	11.8
All Other Sources	6.3	9.7	6.3	12.0	8.0	17.3
Total	5.9%	9.1%	6.0%	11.5%	7.4%	16.7%

Travel Intent at Time Received North to Alaska

- Two in five (40 percent) recipients had already been to Alaska and planned to go again at the time they received the North to Alaska travel guide, an increase compared to 2014 (37 percent). Another one in three (29 percent) recipients had already decided to go to Alaska and Canada at the time they received North to Alaska travel guide, (up from 2014, 24 percent).
- One in four had already been to Canada and/or Alaska and just wanted to see the literature (23 percent, up from 19 percent in 2014). One in twenty (5 percent) just wanted to see the literature and had no travel plans (fewer than 2014, 8 percent).
- Few (2 percent) were trying to decide where to go on vacation (down from 5 percent in 2014). Few recipients had already decided to go to Alaska but not Canada (1 percent, down from 5 percent in 2014) or don't recall receiving the literature (0 percent, down from 2 percent in 2014).

Travel Intent of All Inquirers 2011-2015

Travel Intent - All Inquirers	2011	2012	2013	2014	2015
Already Been to Alaska and Were Planning to Go Again	20%	23%	31%	37%	40%
Already Decided to Go to Alaska and Canada	25	30	26	24	29
Already Been to Canada and/or Alaska and Just Wanted to See the Literature	13	10	13	19	23
Just Wanted to See the Literature and Had No Travel Plans	16	14	9	8	5
Trying to Decide Where to Go on Vacation	9	14	4	5	2
Already Decided to Go to Alaska, but Not Canada	4	6	5	5	1
Don't Recall Receiving the Vacation Literature	6	5	2	2	0

Response Rates

The response rate is the percentage of inquirers for the travel guide divided by total circulation.

- The response rate for the 2015 program was 5.0 percent, up from 2014 (4 percent).

Travel Guide Response Rate 2011-2015

Year	2011	2012	2013	2014	2015
Response Rate	10.83%	11.23%	7.6%	4.0%	5.0%

Cost per Inquiry

The cost to generate each inquiry is total advertising costs divided by the total number of inquiries.

- The overall cost per inquiry in 2015 was \$5.54, higher than 2014 (\$4.54).

Cost per Inquiry by Year 2011-2015

Year	2011	2012	2013	2014	2015
Cost per Inquiry	\$4.25	\$4.92	\$3.87	\$4.54	5.54\$

Number of Visitor Parties Generated by Sources Tested

- Overall, in 2015 a total of 4,620 visitor parties who drove through Canada into Alaska were generated by all sources tested, a decrease over 2014 (5,306). In comparison, the total visiting Alaska or a specific Canadian province (any mode) was 13,069 parties.
- A total of 7,157 parties visited Alaska (all modes), 4,737 visited Alberta (all modes), 9,034 visited British Columbia (all modes), and 5,835 visited Yukon (all modes).

Number of Parties Generated by Jurisdiction 2011-2015

Year	Drove Through CAN & AK #1	Alaska Convert All Modes #2	Alberta Convert All Modes #3	B.C. Convert All Modes #4	Yukon Convert All Modes #5	Total Visit AK or CAN #6
2015	4,610	7,157	4,737	9,034	5,835	13,069
2014	5,306	7,741	6,409	9,992	5,999	14,162
2013	6,500	8,711	6,546	9,538	6,315	13,548
2012	4,305	9,119	5,089	8,165	4,407	13,160
2011	4,574	9,869	5,520	9,123	5,438	14,432

Cost Conversion per Party

- Overall, the cost per conversion (per party) for recipients who drove through Canada and into Alaska was \$94.22, a significant increase from 2014 (\$78.27).
- The conversion cost (per party) for the total visiting Alaska (all modes of transportation) was \$60.69; Alberta (all modes of transportation) was \$91.69, British Columbia (all modes) was \$48.08 and the Yukon (all modes) was \$74.43.
- The conversion cost for visitor parties who visited Alaska and/or Canada (all modes of transportation) was \$33.23.

**Cost per Conversion per Party by Jurisdiction
2011-2015**

Year	Drove Through CAN & AK #1	Alaska Convert All Modes #2	Alberta Convert All Modes #3	B.C. Convert All Modes #4	Yukon Convert All Modes #5	Total Visit AK or CAN #6
2015	\$94.22	\$60.69	\$91.69	\$48.08	\$74.43	\$33.23
2014	78.27	53.65	76.78	41.56	69.23	29.33
2013	50.69	37.83	50.34	34.55	52.19	24.32
2012	86.78	40.97	73.41	45.76	84.77	28.39
2011	75.25	34.88	62.36	37.73	63.30	23.85

Average Party Size – Number of People

- Overall, the average (weighted) party size for the sources tested was 2.4 people per party. This is slightly smaller than the 2015 party size of 2.6.

**Party Size by Year
2011-2015**

Year	2011	2012	2013	2014	2015
Party Size	2.1	2.3	2.5	2.6	2.4

- The overall number of visitors generated by all sources who drove to Alaska was 11,108, a decrease compared to 13,538 in 2014.

**Number of Visitors Generated
2010-2015**

Year	Number of People Who Drove though Canada and into Alaska
2015	11,108
2014	13,538
2013	15,937
2012	10,052
2011	9,473

Cost per Conversion per Person

- The cost per conversion (per person) generated by all the sources tested was \$39.10, up significantly from \$20.68 in 2014.

**Per Person Cost per Conversion, All Sources
2011-2015**

Year	2011	2012	2013	2014	2015
Cost per Conversion	\$36.34	\$37.17	\$24.48	\$20.68	\$39.10

Trip Expenditures

- The average trip expenditure per party for those who drove through Canada and into Alaska was \$4,252 for all the sources tested. This was a decrease from the 2014 average trip expenditure of \$6,444.

**Average Expenditures per Party
2011-2015**

Year	Average per Party Expenditures (dollars)
2014	\$4,252
2014	\$6,444
2013	7,109
2012	7,105
2011	6,749

Return on Investment per Person (with Transportation)

- The overall return on investment (per person) for those who drove through Canada and into Alaska generated by all the sources tested was \$45.13, down compared to \$82.32 in 2014.

**Per Person Return on Investment (with Transportation)
2011-2015**

Year	2011	2012	2013	2014	2015
Return on Investment (per person)	\$89.69	\$81.87	\$140.23	\$82.32	\$45.13

Effectiveness and Cost Efficiency Comparison Summary

The table below shows an overall comparison summary of all effectiveness and cost efficiency for all jurisdictions and all modes of travel.

**Effectiveness and Cost Efficiency by Jurisdiction
2015**

Source	Drove Through CAN & AK #1	Alaska Convert All Modes #2	Alberta Convert All Modes #3	B.C. Convert All Modes #4	Yukon Convert All Modes #5	Total Visit AK or CAN #6
<i>Sample</i>	<i>N=536</i>	<i>N=997</i>	<i>N=479</i>	<i>N=618</i>	<i>N=537</i>	<i>N=997</i>
Conversion Rate	5.9%	9.1%	6.0%	11.5%	7.4%	16.7%
Number of Parties	4,610	7,157	4,737	9,034	5,835	13,069
Cost per Conversion per Party	\$94.22	\$60.69	\$91.69	\$48.08	\$74.43	\$33.23
Average Party Size	2.4	2.4	2.0	2.1	2.3	2.2
Number of People	11,108	17,278	9,389	19,041	13,384	29,112
Cost per Conversion per Person	\$39.10	\$25.14	\$46.26	\$22.81	\$32.45	\$14.92
Average Expenditure per Party	\$4,252	\$4,235	\$759	\$1,110	\$1,039	\$4,027
Total Party Expenditure	\$19,610,713	\$30,309,092	\$3,597,154	\$10,026,366	\$6,063,790	\$52,632,062
Per Person Expenditure	\$1,765	\$1,754	\$383	\$527	\$453	\$1,808
Return on Investment	\$45.13	\$69.78	\$8.28	\$23.08	\$13.96	\$121.16

B. Visitor Behavior (Drove through Canada and into Alaska)

Driving Vacations in Past Five Years

- Two of every five (39 percent) of 2015 Alaska visitors who drove through Canada and into Alaska mentioned taking five or more driving vacations of 1,000 miles or more from home in the past five years.

Influence of North to Alaska Travel Guide

- Half (51 percent) of those who drove through Canada and into Alaska said the North to Alaska travel guide influenced their decision to drive to Canada and Alaska. Half (49 percent) said it did not influence their decision to drive to Canada and Alaska.
- Three of every four (76 percent) of those who drove through Canada and into Alaska said the North to Alaska travel guide influenced their selection of driving routes or travel itinerary. One in four (24 percent) said it did not influence their selection of driving routes or travel itinerary.
- Two of three (70 percent) of those who drove through Canada and into Alaska said the North to Alaska travel guide influenced their selection of communities to visit. One in three (30 percent) said it did not influence their selection of communities to visit.
- Half (47 percent) of those who drove through Canada and into Alaska said the North to Alaska travel guide increased the length of their trip in order to see and do everything. Another 53 percent said it did not increase the length of their trip.
- Half (52 percent) of those who drove through Canada and into Alaska said the North to Alaska travel guide influenced their selection of a specific activity/attraction/restaurant. Half (48 percent) said it did not influence their selection of communities to visit.

Visiting the North to Alaska Website

- In 2015, over half (53 percent) of all Alaska visitors who drove through Canada and into Alaska visited the North to Alaska website. Among other jurisdictions, 66 percent of Alberta visitors (all modes), 61 percent of B.C. visitors (all modes), and 66 percent of Yukon visitors (all modes) visited the North to Alaska website.

Influence of North to Alaska Website

- Nearly half (45 percent) of those who drove through Canada and into Alaska and visited the North to Alaska website said it influenced their decision to drive to Canada and Alaska. Half (55 percent) visitors said the website did not influence their decision to drive to Canada and Alaska.
- Two thirds (68 percent) visitors who drove through Canada and to Alaska and visited the North to Alaska website said the website influenced their selection of driving routes or travel itinerary. One in three (32 percent) said the website did not influence their driving routes or travel itinerary.

- Two in three (65 percent) of those who drove through Canada and into Alaska and visited the North to Alaska website said the website influenced their selection of communities to visit. More than one in four (35 percent) said the website did not influence their selection of communities to visit.
- Nearly half (45 percent) of those who drove through Canada and into Alaska and visited the North to Alaska website said the website increased the length of their trip in order to see and do everything. Over half (55 percent) said the website did not increase the length of their trip.
- Half (54 percent) of those who drove through Canada and into Alaska and visited the North to Alaska website said the website influenced their selection of a specific activity/attraction/restaurant. Half (46 percent) said the website did not influence their selection of a specific activity/attraction/restaurant.

Visiting and Purchasing from Websites

- Of those who visited the North to Alaska website, two in five (38 percent) also visited TravelAlaska.com, one in four (25 percent) visited TravelAlberta.com, one in ten (12 percent) visited HelloBC.com, and one in four (25 percent) visited TravelYukon.com.
- Of those who visited TravelAlaska.com website, 44 percent purchased a service from a company listed on travelalaska.com. One in three (33 percent) purchased a service from a company listed on travelalberta.com, two in three (67 percent) purchased a service from a company listed on HelloBC.com, and two in three (67 percent) purchased a service from a company listed on travelyukon.com.
- Visitors to TravelAlaska.com purchased the most services with companies they contacted from the website with a mean average of \$1,938 per website visitor who purchased a service from the website. Visitors to TravelAlberta.com spent a mean average of \$290, helloBC.com visitors spent a mean average of \$1,505, and travelyukon.com visitors spent \$901.

Destination of Alaskan/Canadian Trip (Unweighted)

- Among all 2015 recipients of the North to Alaska travel guide, one in fourteen visited Alaska (7 percent) and/or British Columbia (9 percent), 5 percent visited Alberta, and 5 percent visited the Yukon. Nearly nine of every ten (86 percent) did not visit any of these locations in 2015.

2011-2015

Destination	2011	2012	2013	2014	2015
Alaska	10%	12%	7%	7%	7%
Alberta	6	7	5	4	5
British Columbia	10	11	9	9	9
Yukon	5	6	5	5	5
None of the Above	84	83	87	87	86

Vacation Type (All Alaska Visitors)

- All inquirers indicating they visited Alaska or a Canadian province were asked which mode of travel they used. Four of every five (83 percent) of those who drove through Canada into Alaska said they took a driving vacation from the lower 48 states through Canada and into Alaska. Another one in six (14 percent) said they took a driving vacation with portions on the ferry.
- Half (55 percent) of those who visited Alaska (all modes) or Alaska and/or Canada (all modes) did so by a driving vacation from the lower 48 state through Canada and into Alaska. Another one in ten (13 percent) of those who visited Alaska (all modes) or Alaska and/or Canada (all modes) flew to Alaska and then drove once inside Alaska.
- Two of every three (71 percent) of those who visited Alberta described their vacation as a driving vacation from the lower 48 states through Canada and into Alaska, another one in seven (12 percent) said they used portions of the Alaska Marine Highway.
- Three of every five (55 percent) of those who visited British Columbia described their trip as a driving vacation from the lower 48; another one in six (12 percent) said they drove using portions of the Alaska Marine Highway.
- Two in three (67 percent) of those who visited the Yukon described their vacation as a driving vacation from the lower 48, another one in six (13 percent) said it was a driving vacation with portions on the Alaska Marine Highway.

Vacation Type by Jurisdiction — All Alaska Visitors
2015

Vacation Type	Drove Through CAN & AK #1	Alaska Convert All Modes #2	Alberta Convert All Modes #3	B.C. Convert All Modes #4	Yukon Convert All Modes #5	Total Visit AK or CAN #6
<i>Sample</i>	<i>N=536</i>	<i>N=997</i>	<i>N=479</i>	<i>N=618</i>	<i>N=537</i>	<i>N=997</i>
Driving Vacation from Lower 48 through Canada and into Alaska	83%	55%	71%	55%	67%	55%
Fly to Alaska then Drive Once Inside Alaska	0	13	2	13	4	13
Driving Vacation with Portions on Alaska Marine Highway	14	12	12	12	13	12
Driving Vacation with Portions on the BC Ferry	2	3	2	33	2	3
Fly to Alberta, Yukon or BC, then Drive Once Inside Canada and Alaska	1	2	0	3	2	2
Other	0	15	13	14	12	15

Visiting Canada once in Alaska (Alaska Visitors Who Flew to Alaska)

- Among 2015 visitors who flew to Alaska then drove once in Alaska, one in six (15 percent) visited Canada or the Yukon at some point.

Community First Board Ferry

- Among 2015 visitors who took the ferry, one in four boarded in either Haines (25 percent) or Bellingham (26 percent), or Prince Rupert (23 percent).

Transportation Mode (Drive Only Alaska Visitors)

- Among visitors who drove through Canada and into Alaska, one in four either traveled using a car, truck or van with no living space included (26 percent), a motorhome (33 percent), or a car, truck or van pulling a trailer with living space included (23 percent).
- Less than one in ten (8 percent) drove through Canada and into Alaska using a truck camper.

**Transportation Mode by Jurisdiction —Drove through Canada and into Alaska
2015**

Transportation Mode	Alaska (Drive Only)	Alberta (All Modes)	B.C. (All Modes)	Yukon (All Modes)
<i>Sample</i>	<i>N=735</i>	<i>N=485</i>	<i>N=601</i>	<i>N=562</i>
Car, Truck or Van with No Living Space Included	26%	22%	24	24
Motorhome	33	34	33	33
Car, Truck or Van Pulling a Trailer with Living Space Included	23	25	24	25
Truck Camper	8	6	8	8
Motorcycle	6	7	6	6
Campervan	4	4	4	3
Other	0	1	1	1

Accommodation Type (Drive Only Alaska Visitors)

- Two of every three (72 percent) of those who drove through Canada and into Alaska stayed in a private campground during their trip. Another two in three (63 percent) stayed in a provincial, state or federal campground. Two of every five (39 percent) stayed in a hotel/motel. One in three stayed in a Walmart or similar parking lot (31 percent), and one in five stayed with a friend or relative (20 percent). One in five (17 percent) stayed in a wilderness lodge/resort cabin, and one in ten (9 percent) stayed at a bed and breakfast.

**Accommodations Used by Jurisdiction —Drove through Canada and into Alaska
2015**

Accommodation Type	Alaska (Drive Only)	Alberta (All Modes)	B.C. (All Modes)	Yukon (All Modes)
<i>Sample</i>	<i>N=614</i>	<i>N=400</i>	<i>N=482</i>	<i>N=433</i>
Stayed in a Private Campground	72%	75%	73%	73%
Stayed in a Provincial, State or Federal Campground	63	66	63	64
Stayed in a Hotel/Motel	39	36	38	38
Stayed in a Walmart or Similar Parking Lot	31	34	31	32
Stayed with a Friend or Relative	20	17	20	19
Stayed in a Wilderness Lodge/Resort Cabin	17	17	17	18
Stayed in a Bed and Breakfast	9	9	10	9

Nights Spent in Accommodations (Drive Only Alaska Visitors)

- Visitors who drove through Canada and into Alaska and stayed in private campgrounds stayed the longest with an average of 33.0 nights.
- Those who stayed in a provincial, state or federal campground stayed an average of 23.1 nights, in a hotel/motel (15.5 nights), with friends or relatives (9.0 nights), in a Walmart or similar parking lot (10.0 nights), and in a bed and breakfast (2.0 nights).
- Those who stayed in a wilderness lodge or resort cabin spent the least amount of nights (2.0 nights).

Nights Spent in Accommodations by Jurisdiction — Drove through Canada and into Alaska 2015

Type of Accommodations	Alaska (drive only)	Alberta (all modes)	B.C. (all modes)	Yukon (all modes)
<i>Sample</i>	<i>N=614</i>	<i>N=400</i>	<i>N=482</i>	<i>N=433</i>
Nights Stayed in a Private Campground	33.0	26.7	24.9	25.8
Nights Stayed in a Provincial, State or Federal Campground	23.1	15.8	16.4	16.1
Nights Stayed in a Hotel/Motel	15.5	13.0	14.0	13.1
Nights Stayed With a Friend or Relative	9.0	10.4	9.3	9.7
Nights Stayed in a Walmart or Similar Parking Lot	10.0	7.4	6.3	6.5
Nights Stayed in a Bed and Breakfast	2.0	2.9	3.7	4.2
Nights Stayed in a Wilderness Lodge/Resort Cabin	2.0	5.0	4.1	4.1

Mode of Transportation vs. Overnight Accommodations

- Nearly all those traveling in a car or truck with no living space stayed in a hotel/motel (91 percent).
- Those traveling in a motorhome, campervan, truck camper or car/truck with living space mainly stayed in campgrounds.

Overnight Accommodations vs. Mode of Transportation

- Two of every three visitors that stayed at a campground (private or state) drove a car/truck with living space (59 percent) or a motorhome (84 percent).
- Over half of the visitors that stayed at a hotel/motel drove a car/truck with no living space (60 percent).

- Visitors that stayed at a wilderness lodge or bed and breakfast were more likely to have driven a car/truck with no living space (60 percent and 71 percent respectively).
- Nearly half (47 percent) of all those overnighing at a Walmart drove a motorhome.

Trip Reservations (Drive Only Alaska Visitors)

- One of every three (30 percent) of those who took a driving vacation to Alaska in 2015 did not make any type of reservations for their trip, compared to 32 percent in 2014.
- Visitors were most likely to make reservations during the months of May and June (20 percent), or March and April (14 percent).

Aspect of Reservations (Drive Only Alaska Visitors)

- Of those who made reservations in 2015, half (53 percent) made reservations for accommodations, a decrease since 2014 (56 percent).
- Another one in three (30 percent) made a reservation for a tour, which is down from 32 percent in 2014. One in ten (8 percent) made a reservation for an airfare.

Month of Alaska Vacation (Drive Only Alaska Visitors)

- In 2015, vacations to Alaska through Canada were primarily during the months of July (64 percent), June (56 percent), and August (50 percent). The same is true for prior years.

**Month of Vacation — Drove through Canada and into Alaska
2011-2015**

Month	2011	2012	2013	2014	2015
<i>Sample</i>	<i>N=102</i>	<i>N=309</i>	<i>N=552</i>	<i>N=580</i>	<i>N=614</i>
March	0%	2%	1%	3%	0%
April	2	3	4	3	7
May	22	22	23	22	27
June	61	52	50	51	56
July	66	61	58	61	64
August	51	43	48	49	50
September	18	16	24	22	23
October	2	1	4	5	2
Don't Know	2	1	0	1	1

Trip Purpose (Drive Only Alaska Visitors)

- Overall, the vast majority (91 percent) of those who took a driving vacation to Alaska did so primarily for pleasure. Few (5 percent) primarily visited friends and relatives on their trip, and 1 percent went primarily for business, or personal matters (2 percent).

Group/Party Size (Drive Only Alaska Visitors)

- Overall, the average group size of those driving through Canada and into Alaska was 2.8 people, up from 2.7 people in 2014.
- The average party size in 2015 was 2.5, up from 2.3 in 2014.

Travel Expenditures in Individual Jurisdictions (Drive Only Alaska Visitors)

- Overall, the average amount spent per party during their stay just in Alaska was \$4,342. The average amount spent while just visiting Alberta was \$990, and the average amount spent while just visiting British Columbia was \$1,202. The average amount spent while just visiting the Yukon was \$1,063.
- Overall, the average total amount spent per party starting from when they crossed the Canadian border (including transportation costs) was \$5,767 in 2015, down from \$6,444 in 2014.

Non-Internet Information Sources (Drive Only Alaska Visitors)

- Overall, three in every four (75 percent) visitors used the *Milepost* (an increase from 73 percent in 2014).
- Other top-mentioned sources included maps (56 percent), books/travel books (49 percent), Official Alaska State Planner (44 percent), friends or relatives (26 percent), AAA/travel agent (17 percent).

Internet Information Sources (Drive Only Alaska Visitors)

- Overall, one in every five (21 percent) indicated they did not use the internet when planning or arranging their trip.
- The top-mentioned internet sources included destination websites (43 percent), city search (22 percent), and Trip Advisor (23 percent).

Cities and Areas Visited (Drive Only Visitors)**Alberta**

- Among 2015 Alberta visitors (all modes of transportation), the most frequently visited cities and specific destinations were: Banff (62 percent same as in 2014), Lake Louise (57 percent, up from 56 percent in 2014), Jasper (60 percent, up from 58 percent in 2015), and Edmonton (36 percent, down from 39 percent in 2014).

British Columbia

- Among 2015 British Columbia visitors (all modes of transportation), the most frequently visited cities and specific destinations were: Dawson Creek (56 percent up from 43 percent in 2014), Vancouver (33 percent down from 43 percent in 2014), and Prince George (45 percent up from 40 percent in 2014).

Yukon

- Among 2015 Yukon visitors (all modes of transportation), the most frequently visited cities and specific destinations were Whitehorse/the Capitol (92 percent up from 89 in 2014), Watson Lake (84 percent up from 76 percent in 2014), and Dawson City (64 percent up from 59 percent in 2014).

Alaska

- Among Alaska visitors who drove through Canada and into Alaska, the most frequently visited cities and specific destinations were: Anchorage (81 percent), Fairbanks (73 percent), Tok (78 percent), Denali (71 percent), Kenai Peninsula (58 percent), Homer (57 percent), and Seward (57 percent).

Length of Entire Trip and Length of Stay in Jurisdictions (Drive Only Visitors)

- The average length of the entire trip was 44.8 days in 2015, up from 43.2 days in 2014.
- The average length of stay in Alberta in 2015 was 5.6 days, up from 4.9 days in 2014.
- The average length of stay in British Columbia in 2015 was 7.2 days, up from 2014 (6.1 days).
- The average length of stay in the Yukon in 2015 was 5.2 days, up from 4.8 days in 2014.
- The average length of stay in Alaska in 2015 was 25.0 days, up from 23.3 days in 2014.

Activities Participated In (Drive Only Alaska Visitors)

- The most frequently mentioned activities visitors participated in while in Alaska in 2015 include (50 percent or more): shopping (53 percent), wildlife viewing (59 percent), glacier viewing (68 percent), museums (56 percent), arts/culture/history (63 percent), hiking/nature walk (54 percent), and historical/cultural attractions (55 percent).

Activities Most Important in Decision to Drive to Canada and Alaska

- Overall, the activity visitors indicated was most important in their decision to drive through Canada and into Alaska was wildlife viewing (bears, whales, etc.) with 64 percent indicating it was most important. This was followed by fishing (54 percent) and glacier viewing (43 percent).

Prior Trips to Alaska (Drive Only Return Alaska Visitors – Visited Alaska Prior to 2014)

- Nearly half (47 percent) current visitors to Alaska have visited before, up from 2014 (42 percent). Of those, 29 percent have been to Alaska a total of two times and another 14 percent have visited Alaska three times. Two in five (43 percent) have visited the state six or more times for vacation purposes. Among 2015 repeat visitors to Alaska, travelers have been to Alaska an average of 5.9 times, up from 5.3 times in 2014.

C. Online Communities and Social Networks

- Nearly half (49 percent) visitors who drove through Canada and into Alaska visited Facebook three or more times per week. Few visit other sites frequently. One in three (36 percent) of Alaska drivers who drove through Canada and into Alaska did not visit any online community or social networks three or more times a week.
- One in ten (12 percent) of those who drove through Canada and into Alaska and visited online communities and social networks said the websites influenced their decision to drive to Canada and Alaska. Nine in ten (88 percent) said the communities/networks did not influence their decision to drive to Canada and Alaska.
- One in six (16 percent) of those who drove through Canada and into Alaska and visited online communities and social networks said the websites influenced their selection of driving routes or travel itinerary. Four of every five (84 percent) said the websites did not influence their selection of driving routes or travel itinerary.
- One in six (17 percent) of those who drove through Canada and into Alaska and visited online communities and social networks said the websites influenced their selection of communities to visit. Four in five (83 percent) said the websites did not influence their selection of communities to visit.

- One in seven (13 percent) of those who drove through Canada and into Alaska and visited online communities and social networks said the website increased the length of their trip in order to see and do everything. Almost nine in ten (87 percent) said the websites did not increase the length of their trip.
- One in five (19 percent) of those who drove through Canada and into Alaska and visited online communities and social networks said the website influenced the selection of a specific activity/attraction/restaurant. Four in five (81 percent) said the websites did not influenced the selection of a specific activity/attraction/restaurant.

D. Demographic Profile (Alaska Visitors Who Drove through Canada and into Alaska)

The following details the demographic profile of respondents in the 2015 North to Alaska Conversion Study:

- 78 percent male, 22 percent female;
- 84 percent are married;
- 96 percent do not have children under 18 at home;
- 78 percent are retired;
- 11 percent work full-time;
- Average age is 68.4 years;
- Average total annual household income is \$84,200;
- Average household size is 2.1;
- 37 percent have a college degree; 23 percent advanced degree;
- 60 percent own an RV;
- 90 percent are Caucasian;
- 36 percent reside in the West, 32 percent in the South, 24 percent in the Midwest, and 8 percent in the East.

E. Second and Third Year Converters

To provide an indication of the delayed effectiveness of the 2013 and 2014 North to Alaska travel guide requestors who did not visit in 2013 or 2014 were interviewed again in 2015

Conversion Rate

- Non-visitors from 2013 converted to visitors in 2015 at a rate of 3.0 percent. Non-visitors from 2014 converted to visitors in 2015 at a rate of 4.0 percent
- This brings the three year conversion rate to 12.9 percent

Three Year Conversion Rate

- | | |
|---------------------------------------|--------------|
| • 2015 Respondents converting in 2015 | 5.9% |
| • 2014 Respondents converting in 2015 | 4.0% |
| • 2013 Respondents converting in 2015 | <u>3.0%</u> |
| • Three year conversion rate | 12.9% |

IV. Data Highlights and Observations

A. Effectiveness and Cost Efficiency

Evaluation of an advertising program's success involves analysis of performance on several characteristics. The 2015 North to Alaska Conversion Study analysis must answer the following questions:

- How many inquiries did the advertising generate?
- What did it cost to generate those inquiries? (cost per inquiry)
- What percentage of those who inquired actually visited one of the North to Alaska partner jurisdictions (Alaska, Alberta, British Columbia, and Yukon) in 2015? (conversion rate)
- What did it cost to produce those conversions from inquiry to actual visit? (cost per conversion)
- What is the return on investment (per person) for each source, including and excluding transportation costs?

Terms	Definitions	Formulas
Response Rate	Percentage of Inquiries to Circulation	$\frac{\text{\# of Inquiries}}{\text{Circulation}}$
Conversion Rate	Percentage of Inquirers who Actually Visited a North to Alaska Partner Jurisdiction	$\frac{\text{\# of Visitor Parties}}{\text{\# of Inquiries}}$
Number of Visitor Parties	Number of Visitor Parties Generated from Inquiries	$\text{\# of Inquiries} \times \text{Conversion Rate}$
Cost per Inquiry	Cost to Generate Each Inquiry	$\frac{\text{Advertising Cost}}{\text{\# of Inquiries}}$
Cost per Party Conversion	Cost to Generate Each Visitor Party	$\frac{\text{Advertising Cost}}{\text{\# of Visitor Parties}}$
Cost per Visitor Conversion	Cost to Generate Each Visitor	$\frac{\text{Advertising Cost}}{\text{\# of Visitors}}$
Return on Investment per Person (Including Transportation)	ROI per Visitor <u>Including</u> Transportation Costs	$\frac{(\text{Per Person Expenditures} + \text{per Person Transportation Costs}) \times \text{\# of People}}{\text{Advertising Cost}}$
Return on Investment per Person (Excluding Transportation)	ROI per Visitor <u>Excluding</u> Transportation Costs	$\frac{(\text{Per Person Expenditures Excluding Transportation Costs}) \times \text{\# of People}}{\text{Advertising Cost}}$

Conversion Rates (Weighted)

The conversion rate is the percentage of inquirers of the North to Alaska travel guide who actually visit a North to Alaska partner jurisdiction. The rate is calculated by dividing the number of visitor parties by the total number of inquiries.

- Overall, those recipients who drove through Canada and into Alaska converted at a rate of 5.9 percent.

**Conversion Rate by Year
2011-2015**

Year	2011	2012	2013	2014	2015
Conversion Rate	5.7%	5.7%	7.6%	5.8%	5.9%

- Recipients who visited Alaska (drive or fly drive) converted at a rate of 9.1 percent, Alberta (drive only) 6.0 percent, British Columbia (drive only) 11.5 percent and Yukon (drive only) 7.4 percent.
- Those who visited Alaska and/or any Canadian province converted at a rate 16.7 percent.

**Conversion Rates by Source and by Jurisdiction
2015 (Drive Only)**

Source	Drove Through CAN & AK #1	Alaska Convert Drive or Fly Drive #2	Alberta Convert Drive Only #3	B.C. Convert Drive Only #4	Yukon Convert Drive Only #5	Total Visit AK or CAN #6
<i>Sample</i>	<i>N=536</i>	<i>N=997</i>	<i>N=479</i>	<i>N=618</i>	<i>N=537</i>	<i>N=997</i>
AARP RV	1.4%	4.9%	2.1	8.5	1.4	12.0
Nat. Geo.	3.0	5.2	3.7	5.2	2.2	10.4
Family Motor	2.6	4.1	4.6	8.2	3.6	11.8
All Other Sources	6.3	9.7	6.3	12.0	8.0	17.3
Total	5.9	9.1	6.0	11.5	7.4	16.7

Alaska and Canadian Province Conversion Rates

Conversion rates for the past five years are shown below.

**Conversion Rates by Jurisdiction
2011-2015**

Year	Drove Through CAN & AK #1	Alaska Convert Drive or Fly Drive #2	Alberta Convert Drive Only #3	B.C. Convert Drive Only #4	Yukon Convert Drive Only #5	Total Visit AK or CAN #6
2015	5.9%%	9.1%	6.0%	11.5%	7.4%	16.7%
2014	5.8	8.5	5.9	10.9	6.6	15.5
2013	7.6	10.2	7.7	11.2	7.4	15.9
2012	5.7	12.0	6.7	10.8	5.8	17.3
2011	5.7	12.2	6.8	11.3	6.7	17.8

Conversion Rates by Travel Intent at Time Received North to Alaska

- One in three (30 percent) recipients had already been to Alaska and planned to go again at the time they received the North to Alaska travel guide, a decrease compared to 2014 (37 percent).
- Another one in five (18 percent) recipients had already decided to go to Alaska and Canada at the time they received North to Alaska travel guide, (down from 2014, 24 percent).
- One in five had already been to Canada and/or Alaska and just wanted to see the literature (19 percent, up from 19 percent in 2014).
- One in ten (6 percent) just wanted to see the literature and had no travel plans (fewer than 2015, 8 percent).
- One in ten (12 percent) were trying to decide where to go on vacation (up from 5 percent in 2014).
- Few recipients had already decided to go to Alaska but not Canada (8 percent, higher than 2014) or don't recall receiving the literature (4 percent, higher than in 2014).

**Conversion Rates by Travel Intent at Time Received North to Alaska Travel Guide
2011-2015**

Travel Intent - All Inquirers	2011	2012	2013	2014	2015
Already Been to Alaska and Were Planning to Go Again	20%	23%	31%	37%	30%
Already Decided to Go to Alaska and Canada	25	30	26	24	18
Already Been to Canada and/or Alaska and Just Wanted to See the Literature	13	10	13	19	22
Just Wanted to See the Literature and Had No Travel Plans	16	14	9	8	6
Trying to Decide Where to Go on Vacation	9	14	4	5	12
Already Decided to Go to Alaska, but Not Canada	4	6	5	5	8
Don't Recall Receiving the Vacation Literature	6	5	2	2	4

Response Rates for Converters Who Drove through Canada into Alaska

The response rate is the percentage of inquiries for the travel guide divided by the circulation. Overall, the response rate for the 2015 program was 5.0 percent, up from 2014 (4.0 percent).

**Response Rate by Year
2011-2015**

Year	2011	2012	2013	2014	2015
Response Rate	10.83%	11.23%	7.6%	4.0%	5.0%

The response rate for each source tested is shown below.

**Response Rate by Source
2015**

Source	Response Rate (percent)
<i>Sample</i>	<i>N=536</i>
AARP RV	5.0%
Nat. Geo.	5.4
Family Motor	N/A
All Other Sources	4.7
Total	5.0%

Cost Per Inquiry for Converters Who Drove through Canada into Alaska

The cost to generate each inquiry is the total advertising costs divided by the total number of inquiries.

- The overall cost per inquiry in 2015 was \$5.54, higher than 2014 (\$4.54).

**Cost per Inquiry by Year
2011-2015**

Year	2011	2012	2013	2014	2015
Cost per Inquiry	\$4.25	\$4.92	\$3.87	\$4.54	\$5.54

The cost per inquiry for each source tested is shown below.

**Cost per Inquiry by Source
2015**

Source	Cost Per Inquiry (dollars)
<i>Sample</i>	<i>N=536</i>
AARP RV	\$11.18
Nat. Geo.	10.92
Family Motor	3.46
All Other Sources	5.43
Total	\$5.54

Number of Parties Generated

- Overall, in 2015 a total of 4,610 visitor parties who drove through Canada into Alaska were generated by all sources tested, an decrease over 2014 (5,306).
- In comparison, the total visiting Alaska or a specific Canadian province (any mode) was 13,069 parties.
- A total of 7,157 parties visited Alaska (all modes), 4,737 visited Alberta (all modes), 9,034 visited British Columbia (all modes), and 5,835 visited Yukon (all modes).

**Number of Parties Generated by Source and by Jurisdiction
2015**

Source	Drove Through CAN & AK #1	Alaska Convert All Modes #2	Alberta Convert All Modes #3	B.C. Convert All Modes #4	Yukon Convert All Modes #5	Total Visit AK or CAN #6
<i>Sample</i>	<i>N=536</i>	<i>N=997</i>	<i>N=479</i>	<i>N=618</i>	<i>N=537</i>	<i>N=997</i>
AARP RV	22	78	34	136	22	192
Nat. Geo.	52	90	64	90	38	181
Family Motor	135	213	238	425	187	612
All Other Sources	4,401	6,775	4,401	8,382	5,588	12,084
Total	4,610	7,157	4,737	9,034	5,835	13,069

**Number of Parties Generated by Jurisdiction
2011-2015**

Year	Drove Through CAN & AK #1	Alaska Convert All Modes #2	Alberta Convert All Modes #3	B.C. Convert All Modes #4	Yukon Convert All Modes #5	Total Visit AK or CAN #6
2015	4,610	7,157	4,737	9,034	5,835	13,069
2013	5,306	7,741	6,409	9,992	5,999	14,162
2012	6,500	8,711	6,546	9,538	6,315	13,548
2011	4,305	9,119	5,089	8,165	4,407	13,160

Cost Per Conversion (Per Party)

- Overall, the cost per conversion (per party) for recipients who drove through Canada and into Alaska was \$94.22 a significant increase from 2014 (\$78.27).
- The conversion cost (per party) for the total visiting Alaska (all modes of transportation) was \$60.69; Alberta (all modes of transportation) was \$91.69, British Columbia (all modes) was \$48.08 and the Yukon (all modes) was \$74.43.
- The conversion cost for visitor parties who visited Alaska and/or Canada (all modes of transportation) was \$33.23.

**Cost per Conversion per Party by Source
2015**

Source	Drove Through CAN & AK #1	Alaska Convert All Modes #2	Alberta Convert All Modes #3	B.C. Convert All Modes #4	Yukon Convert All Modes #5	Total Visit AK or CAN #6
<i>Sample</i>	<i>N=536</i>	<i>N=997</i>	<i>N=479</i>	<i>N=618</i>	<i>N=537</i>	<i>N=997</i>
AARP RV	\$798.83	\$228.24	\$532.55	\$131.57	\$798.83	\$93.20
Nat. Geo.	364.02	210.01	295.15	210.01	496.39	105.01
Family Motor	133.05	84.37	75.20	42.19	96.09	29.32
All Other Sources	86.24	56.01	86.24	45.28	67.91	31.41
Total	\$94.22	\$60.69	\$91.69	\$48.08	74.43	\$33.23

**Cost per Conversion per Party by Jurisdiction
2011-2015**

Year	Drove Through CAN & AK #1	Alaska Convert All Modes #2	Alberta Convert All Modes #3	B.C. Convert All Modes #4	Yukon Convert All Modes #5	Total Visit AK or CAN #6
2015	\$94.22	\$60.69	\$91.69	\$48.08	\$74.43	\$33.23
2014	78.27	53.65	76.78	41.56	69.23	29.33
2013	50.69	37.83	50.34	34.55	52.19	24.32
2012	86.78	40.97	73.41	45.76	84.77	28.39
2011	75.25	34.88	62.36	37.73	63.30	23.85

Party Size

- Overall, the average (weighted) party size for the sources tested was 2.4 people per party. This is slightly lower than the 2014 party size of 2.6.

**Party Size by Year
2010-2015**

Year	2011	2012	2013	2014	2015
Party Size	2.1	2.3	2.5	2.6	2.4

- The average party size of those who visited Alaska (all modes of transportation) was 2.4, Alberta (all modes) 2.0, British Columbia (all modes) 2.1 and Yukon (all modes) 2.3.
- Those who visited Alaska and/or a Canadian province had an average party size of 2.2.

**Party Size by Source and by Jurisdiction
2015**

Source	Drove Through CAN & AK #1	Alaska Convert All Modes #2	Alberta Convert All Modes #3	B.C. Convert All Modes #4	Yukon Convert All Modes #5	Total Visit AK or CAN #6
<i>Sample</i>	<i>N=536</i>	<i>N=997</i>	<i>N=479</i>	<i>N=618</i>	<i>N=537</i>	<i>N=997</i>
AARP RV	3.0	3.0	2.0	3.0	2.0	3.1
Nat. Geo.	3.0	3.0	1.8	2.0	2.0	2.9
Family Motor	2.4	2.4	1.7	2.0	2.2	2.3
All Other Sources	2.4	2.4	2.0	2.1	2.3	2.2
Total	2.4	2.4	2.0	2.1	2.3	2.2

Number of Visitors Generated

- The overall number of visitors generated by all sources who drove to Alaska was 11,108, a decrease compared to 13,538 in 2014.

**Number of Visitors Generated
2010-2015**

Year	Number of People Who Drove through Canada and into Alaska
2015	11,108
2014	13,538
2013	15,937
2012	10,052
2011	9,473

- The overall number of people who visited Alaska (all modes of transportation) is 17,278, Alberta (all modes) 9,389, British Columbia (all modes) 19,041 and Yukon (all modes) 13,384.
- The overall number of people who visited Alaska and/or a Canadian province (all modes) is 29,112.

**Number of Visitors Generated by Source and by Jurisdiction
2015**

Source	Drove Through CAN & AK #1	Alaska Convert All Modes #2	Alberta Convert All Modes #3	B.C. Convert All Modes #4	Yukon Convert All Modes #5	Total Visit AK or CAN #6
<i>Sample</i>	<i>N=536</i>	<i>N=997</i>	<i>N=479</i>	<i>N=618</i>	<i>N=537</i>	<i>N=997</i>
AARP RV	67	235	67	408	45	596
Nat. Geo.	157	271	116	181	77	524
Family Motor	323	510	405	850	410	1,407
All Other Sources	10,561	16,261	8,801	17,602	12,852	26,585
Total	11,108	17,278	9,389	19,041	13,385	29,112

Trip Expenditures

- The average trip expenditure per party for those who drove through Canada and into Alaska was \$4,252 for all the sources tested. This was a significant decrease from the 2014 average trip expenditure of \$6,444.
- The average trip expenditure per party for those who visited Alaska (all modes of transportation) was \$4,235, Alberta (all modes) \$759, British Columbia (all modes) \$1,110 and Yukon (all modes) \$1,039.
- Those who visited Alaska and/or a Canadian province had average trip expenditure per party of \$4,027.

**Average Expenditures per Party by Source and by Jurisdiction
2015**

Source	Drove Through CAN & AK #1	Alaska Convert All Modes #2	Alberta Convert All Modes #3	B.C. Convert All Modes #4	Yukon Convert All Modes #5	Total Visit AK or CAN #6
<i>Sample</i>	<i>N=536</i>	<i>N=997</i>	<i>N=479</i>	<i>N=618</i>	<i>N=537</i>	<i>N=997</i>
AARP RV	\$1,300	\$1,300	\$1717	\$578	\$950	\$2,467
Nat. Geo.	2,950	2,950	470	736	333	2,038
Family Motor	8,320	8,320	728	1,141	1,529	4,046
All Other Sources	4,158	4,158	758	1,121	1,028	4,081
Total	\$4252	\$4,235	\$759	\$1,110	\$1,039	\$4,027

The following table details the average party expenditures for visitors who drove through Canada and into Alaska since 2009.

**Average Expenditures per Party
2011-2015**

Year	Average per Party Expenditures (dollars)
2015	\$4,252
2014	\$6,444
2013	7,109
2012	7,105
2011	6,749

Per Person Expenditures

- The average per person expenditure for those who drove through Canada and into Alaska was \$1,765 for all sources tested. This was a significant decrease from the 2014 average expenditure per person of \$2,526.
- The average trip expenditure per person for those who visited Alaska (all modes of transportation) was \$1,754, Alberta (all modes) \$383, British Columbia (all modes) \$527 and Yukon (all modes) \$453.
- Those who visited Alaska and/or a Canadian province had average trip expenditure per person of \$1,808.

**Average per Person Expenditures by Source and by Jurisdiction
2015**

Source	Drove Through CAN & AK #1	Alaska Convert All Modes #2	Alberta Convert All Modes #3	B.C. Convert All Modes #4	Yukon Convert All Modes #5	Total Visit AK or CAN #6
<i>Sample</i>	<i>N=536</i>	<i>N=997</i>	<i>N=479</i>	<i>N=618</i>	<i>N=537</i>	<i>N=997</i>
AARP RV	\$433	\$433	\$859	\$193	\$475	\$796
Nat. Geo.	983	983	261	368	167	703
Family Motor	3,467	3,467	428	571	695	1,759
All Other Sources	1,733	1,733	379	534	447	1,855
Total	\$1,765	\$1,754	\$383	\$527	\$453	\$1,808

The following table details the average per person expenditures for visitors who drove through Canada and into Alaska since 2010.

**Average Expenditures per Person
2011-2015**

Year	Average per Person Expenditures (dollars)
2015	\$1,765
2014	\$2,526
2013	2,900
2012	3,043
2011	3,259

Return on Investment (with Transportation per Person)

- The overall return on investment (per person) for those who drove through Canada and into Alaska generated by all the sources tested was \$45.13, down significantly compared to \$82.32 in 2014.

**Per Person Return on Investment (with Transportation)
2011-2015**

Year	2011	2012	2013	2014	2015
Return on Investment	\$89.69	\$81.87	\$140.23	\$82.32	\$45.13

- The overall return on investment for those who visited Alaska (all modes of transportation) is \$69.78, Alberta (all modes) \$8.28, British Columbia (all modes) \$23.08 and Yukon (all modes) was \$13.96.
- The overall return on investment for those who visited Alaska and/or a Canadian province was \$121.18.

**Per Person Return on Investment (with Transportation) by Source and by Jurisdiction
2015**

Source	Drove Through CAN & AK #1	Alaska Convert All Modes #2	Alberta Convert All Modes #3	B.C. Convert All Modes #4	Yukon Convert All Modes #5	Total Visit AK or CAN #6
<i>Sample</i>	<i>N=536</i>	<i>N=997</i>	<i>N=479</i>	<i>N=618</i>	<i>N=537</i>	<i>N=997</i>
AARP RV	\$1.63	\$5.70	\$3.22	\$4.39	\$1.19	\$26.47
Nat. Geo.	8.10	14.05	1.59	3.50	.67	19.41
Family Motor	62.53	98.61	9.68	27.05	15.91	138.02
All Other Sources	48.21	74.23	8.79	24.76	15.14	129.95
Total	\$45.13	\$69.78	\$8.28	\$23.08	\$13.96	\$121.18

Effectiveness and Cost Efficiency Comparison Summary

The table below shows an overall comparison summary of all effectiveness and cost efficiency for all jurisdictions and all modes of travel.

Effectiveness and Cost Efficiency by Jurisdiction 2015

Source	Drove Through CAN & AK #1	Alaska Convert All Modes #2	Alberta Convert All Modes #3	B.C. Convert All Modes #4	Yukon Convert All Modes #5	Total Visit AK or CAN #6
<i>Sample</i>	<i>N=536</i>	<i>N=997</i>	<i>N=479</i>	<i>N=618</i>	<i>N=537</i>	<i>N=997</i>
Conversion Rate	5.9%	9.1%	6.0%	11.5%	7.4%	16.7%
Number of Parties	4,610	7,157	4,737	9,034	5,835	13,069
Cost per Conversion per Party	\$94.22	\$60.69	\$91.69	\$48.08	\$74.43	\$33.23
Average Party Size	2.4	2.4	2.0	2.1	2.3	2.2
Number of People	11,108	17,278	9,389	19,041	13,384	29,112
Cost per Conversion per Person	\$39.10	\$25.14	\$46.26	\$22.81	\$32.45	\$14.92
Average Expenditure per Party	\$4,252	\$4,235	\$759	\$1,110	\$1,039	\$4,027
Total Party Expenditure	\$19,601,713	\$30,309,092	\$3,597,154	\$10,026,366	\$6,063,790	\$52,632,062
Per Person Expenditure	\$1,765	\$1,754	\$383	\$527	\$453	\$1,808
Return on Investment	\$45.13	\$69.78	\$8.28	\$23.08	\$13.96	\$121.16
Revised ROI based on individual jurisdiction contribution only	N/A	\$174.39	\$41.35	\$115.24	\$65.70	NA

B. North to Alaska Conversion Study Efficiency Analysis Matrices

Through Canada to Alaska Driving Converters

INDIVIDUAL SOURCES TESTED (3)	TOTAL ADVERTISING COST	DROP	INQUIRIES	RESPONSE RATE	COST PER INQUIRY	CONVERSION RATE	NUMBER OF PARTIES	COST PER CONVERSION (Per Party)	AVERAGE PARTY SIZE (Alaska and/or Canada)	NUMBER OF PEOPLE	COST PER CONVERSION (Per Person)	AVERAGE EXPENDITURE PER PARTY (Alaska and/or Canada)	TOTAL PARTY EXPENDITURE (Alaska and/or Canada)	PER PERSON EXPENDITURE (Alaska and/or Canada)	ROI w/Transport (Per Person)
AARP RV	\$17,905	32,304	1,601	4.96%	\$11.18	12.0%	192	\$93.20	3.1	596	\$30.06	\$2,467	\$473,960	\$796	\$26.47
Nat. Geo Society Enhanced	\$18,991	31,953	1,739	5.44%	\$10.92	10.4%	181	\$105.01	2.9	524	\$36.21	\$2,038	\$368,585	\$703	\$19.41
Family Motor Coach Gov	\$17,929	NA	5,183	NA	\$3.46	11.8%	612	\$29.32	2.3	1,407	\$12.75	\$4,046	\$2,474,509	\$1,759	\$138.02
All Other Sources	\$379,502	1,489,301	69,850	4.69%	\$5.43	17.3%	12,084	\$31.41	2.2	26,585	\$14.28	\$4,081	\$49,315,008	\$1,855	\$129.95
GRAND TOTAL (WEIGHTED)	\$434,327	1,553,558	78,373	5.04%	\$5.54	16.7%	13,069	\$33.23	2.2	29,112	\$14.92	\$4,027	\$52,632,062	\$1,808	\$121.18

Alaska Convertors (Drove to Alaska or flew to Alaska then drove)

2015 All ALASKA CONVERTORS (Drove to Alaska or flew to Alaska then drove)															
INDIVIDUAL SOURCES TESTED (3)	TOTAL ADVERTISING COST	DROP	INQUIRIES	RESPONSE RATE	COST PER INQUIRY	CONVERSION RATE	NUMBER OF PARTIES	COST PER CONVERSION (Per Party)	AVG. PARTY SIZE (in Alaska)	NUMBER OF PEOPLE	COST PER CONVERSION (Per Person)	AVERAGE EXPENDITURE PER PARTY (in Alaska)	TOTAL PARTY EXPENDITURE (in Alaska)	PER PERSON EXPENDITURE (in Alaska)	ROI w/Transport (Per Person)
AARP RV	\$17,905	32,304	1,601	4.96%	\$11.18	4.9%	78	\$228.24	3.0	235	\$76.08	\$1,300	\$101,984	\$433	\$5.70
Nat. Geo Society Enhanced RV	\$18,991	31,953	1,739	5.44%	\$10.92	5.2%	90	\$210.01	3.0	271	\$70.00	\$2,950	\$266,763	\$983	\$14.05
Family Motor Coach Gov	\$17,929	NA	5,183	NA	\$3.46	4.1%	213	\$84.37	2.4	510	\$35.15	\$8,320	\$1,768,025	\$3,467	\$98.61
All Other Sources	\$379,502	1,489,301	69,850	4.69%	\$5.43	9.7%	6,775	\$56.01	2.4	16,261	\$23.34	\$4,158	\$28,172,321	\$1,733	\$74.23
GRAND TOTAL (WEIGHTED)	\$434,327	1,553,558	78,373	5.04%	\$5.54	9.1%	7,157	\$60.69	2.4	17,278	\$25.14	\$4,235	\$30,309,092	\$1,754	\$69.78

North to Alaska Conversion Study Efficiency Analysis Matrices

Alberta Convertors (Drove through Alberta to Alaska or drove to Alberta only)

2015 All ALBERTA CONVERTORS (Drove through Alberta to Alaska or drove to Alberta only)

INDIVIDUAL SOURCES TESTED (3)	TOTAL ADVERTISING COST	DROP	INQUIRIES	RESPONSE RATE	COST PER INQUIRY	CONVERSION RATE	NUMBER OF PARTIES	COST PER CONVERSION (Per Party)	AVERAGE PARTY SIZE (in Alberta)	NUMBER OF PEOPLE	COST PER CONVERSION (Per Person)	AVERAGE EXPENDITURE PER PARTY (in Alberta)	TOTAL PARTY EXPENDITURE (in Alberta)	PERSON EXPENDITURE (in Alberta)	ROI w/Transport (Per Person)
AARP RV	\$17,905	32,304	1,601	4.96%	\$11.18	2.1%	34	\$532.55	2.0	67	\$266.28	\$1,717	\$57,727	\$859	\$3.22
Nat. Geo Society Enhanced RV	\$18,991	31,953	1,739	5.44%	\$10.92	3.7%	64	\$295.15	1.8	116	\$163.97	\$470	\$30,241	\$261	\$1.59
Family Motor Coach Gov	\$17,929	NA	5,183	NA	\$3.46	4.6%	238	\$75.20	1.7	405	\$44.24	\$728	\$173,568	\$428	\$9.68
All Other Sources	\$379,502	1,489,301	69,850	4.69%	\$5.43	6.3%	4,401	\$86.24	2.0	8,801	\$43.12	\$758	\$3,335,617	\$379	\$8.79
GRAND TOTAL (WEIGHTED)	\$434,327	1,553,558	78,373	5.04%	\$5.54	6.0%	4,737	\$91.69	2.0	9,389	\$46.26	\$759	\$3,597,154	\$383	\$8.28

British Columbia Convertors (Drove through British Columbia to Alaska or drove to British Columbia only)

2015 All BRITISH COLUMBIA CONVERTORS (Drove through BC to Alaska or Drove to BC only)

INDIVIDUAL SOURCES TESTED (3)	TOTAL ADVERTISING COST	DROP	INQUIRIES	RESPONSE RATE	COST PER INQUIRY	CONVERSION RATE	NUMBER OF PARTIES	COST PER CONVERSION (Per Party)	AVERAGE PARTY SIZE (in BC)	NUMBER OF PEOPLE	COST PER CONVERSION (Per Person)	AVERAGE EXPENDITURE PER PARTY (in BC)	TOTAL PARTY EXPENDITURE (in BC)	PER PERSON EXPENDITURE (in BC)	ROI w/Transport (Per Person)
AARP RV	\$17,905	32,304	1,601	4.96%	\$11.18	8.5%	136	\$131.57	3.0	408	\$43.86	\$578	\$78,657	\$193	\$4.39
Nat. Geo Society Enhanced RV	\$18,991	31,953	1,739	5.44%	\$10.92	5.2%	90	\$210.01	2.0	181	\$105.01	\$736	\$66,555	\$368	\$3.50
Family Motor Coach Gov	\$17,929	NA	5,183	NA	\$3.46	8.2%	425	\$42.19	2.0	850	\$21.09	\$1,141	\$484,932	\$571	\$27.05
All Other Sources	\$379,502	1,489,301	69,850	4.69%	\$5.43	12.0%	8,382	\$45.28	2.1	17,602	\$21.56	\$1,121	\$9,396,222	\$534	\$24.76
GRAND TOTAL (WEIGHTED)	\$434,327	1,553,558	78,373	5.04%	\$5.54	11.5%	9,034	\$48.08	2.1	19,041	\$22.81	\$1,110	\$10,026,366	\$527	\$23.08

North to Alaska Conversion Study Efficiency Analysis Matrices

Yukon Convertors (Drove through Yukon to Alaska or drove to Yukon only)

INDIVIDUAL SOURCES TESTED (3)	TOTAL ADVERTISING COST	DROP	INQUIRIES	RESPONSE RATE	COST PER INQUIRY	CONVERSION RATE	NUMBER OF PARTIES	COST PER CONVERSION (Per Party)	AVERAGE PARTY SIZE (in Yukon)	NUMBER OF PEOPLE	COST PER CONVERSION (per person)	AVERAGE EXPENDITURE PER PARTY (in Yukon)	TOTAL PARTY EXPENDITURE (in Yukon)	PER PERSON EXPENDITURE (in Yukon)	ROI w/Transport (Per Person)
AARP RV	\$17,905	32,304	1,601	4.96%	\$11.18	1.4%	22	\$798.83	2.0	45	\$399.42	\$950	\$21,293	\$475	\$1.19
Nat. Geo Society Enhanced RV	\$18,991	31,953	1,739	5.44%	\$10.92	2.2%	38	\$496.39	2.0	77	\$248.20	\$333	\$12,740	\$167	\$0.67
Family Motor Coach Gov	\$17,929	NA	5,183	NA	\$3.46	3.6%	187	\$96.09	2.2	410	\$43.68	\$1,529	\$285,293	\$695	\$15.91
All Other Sources	\$379,502	1,489,301	69,850	4.69%	\$5.43	8.0%	5,588	\$67.91	2.3	12,852	\$29.53	\$1,028	\$5,744,464	\$447	\$15.14
GRAND TOTAL (WEIGHTED)	\$434,327	1,553,558	78,373	5.04%	\$5.54	7.4%	5,835	\$74.43	2.3	13,384	\$32.45	\$1,039	\$6,063,790	\$453	\$13.96

Alaska and/or Canada Convertors (All Alaska or Canada convertors)

INDIVIDUAL SOURCES TESTED (3)	TOTAL ADVERTISING COST	DROP	INQUIRIES	RESPONSE RATE	COST PER INQUIRY	CONVERSION RATE	NUMBER OF PARTIES	COST PER CONVERSION (Per Party)	AVERAGE PARTY SIZE (Alaska and/or Canada)	NUMBER OF PEOPLE	COST PER CONVERSION (Per Person)	AVERAGE EXPENDITURE PER PARTY (Alaska and/or Canada)	TOTAL PARTY EXPENDITURE (Alaska and/or Canada)	PER PERSON EXPENDITURE (Alaska and/or Canada)	ROI w/Transport (Per Person)
AARP RV	\$17,905	32,304	1,601	4.96%	\$11.18	12.0%	192	\$93.20	3.1	596	\$30.06	\$2,467	\$473,960	\$796	\$26.47
Nat. Geo Society Enhanced	\$18,991	31,953	1,739	5.44%	\$10.92	10.4%	181	\$105.01	2.9	524	\$36.21	\$2,038	\$368,585	\$703	\$19.41
Family Motor Coach Gov	\$17,929	NA	5,183	NA	\$3.46	11.8%	612	\$29.32	2.3	1,407	\$12.75	\$4,046	\$2,474,509	\$1,759	\$138.02
All Other Sources	\$379,502	1,489,301	69,850	4.69%	\$5.43	17.3%	12,084	\$31.41	2.2	26,585	\$14.28	\$4,081	\$49,315,008	\$1,855	\$129.95
GRAND TOTAL (WEIGHTED)	\$434,327	1,553,558	78,373	5.04%	\$5.54	16.7%	13,069	\$33.23	2.2	29,112	\$14.92	\$4,027	\$52,632,062	\$1,808	\$121.18

C. Alaska Visitor Behavior

Driving Vacations in Past Five Years

Travel guide recipients are asked how many driving vacations they have taken of 1,000 miles or more from home in the past five years.

- One-third (39 percent) of 2015 Alaska visitors who drove through Canada and into Alaska mentioned taking five or more driving vacations of 1,000 miles or more from home in the past five years.

**Alaska Visitors who Drove through Canada and into Alaska
2010-2015**

Number of Driving Vacations Past 5 years	2010	2011	2012	2013	2014	2015
<i>Sample</i>	<i>N=137</i>	<i>N=102</i>	<i>N=309</i>	<i>N=552</i>	<i>N=599</i>	<i>N=771</i>
1	11%	8%	15%	13%	10%	10%
2	11	14	17	5	16	14
3	14	17	13	20	17	17
4	5	5	15	9	12	12
5 or More	57	55	39	53	35	39
None	2	2	1	0	9	7

Influence of North to Alaska Travel Guide

Visitors who recall receiving the North to Alaska travel guide were asked if the travel guide influenced any of their travel decisions.

- Over half (51 percent) of those who drove through Canada and into Alaska said the North to Alaska travel guide influenced their decision to drive to Canada and Alaska.
- Just under half (49 percent) said it did not influence their decision to drive to Canada and Alaska.

**Influence of North to Alaska Travel Guide Decision to Drive to Canada and Alaska
2015**

Decision to Drive to Canada and Alaska	Drove Through CAN & AK	Alaska Convert All Modes	Alberta Convert All Modes	B.C. Convert All Modes	Yukon Convert All Modes	Total Visit AK or CAN
<i>Sample</i>	<i>N=532</i>	<i>N=1009</i>	<i>N=722</i>	<i>N=994</i>	<i>N=566</i>	<i>N=1523</i>
Yes	51%	45%	46%	47%	43%	51%
No	49	55	54	53	57	49

- Four of every five (82 percent) of those who drove through Canada and into Alaska said the North to Alaska travel guide influenced their selection of driving routes or travel itinerary
- One in five (18 percent) said it did not influence their selection of driving routes or travel itinerary.

**Influence of North to Alaska Travel Guide to Select Driving Routes or Travel Itinerary
2015**

Selection of Driving Routes or Travel Itinerary	Drove Through CAN & AK	Alaska Convert All Modes	Alberta Convert All Modes	B.C. Convert All Modes	Yukon Convert All Modes	Total Visit AK or CAN
<i>Sample</i>	<i>N=534</i>	<i>N=1009</i>	<i>N=729</i>	<i>N=1003</i>	<i>N=568</i>	<i>N=1529</i>
Yes	82%	79%	81%	79%	80%	77%
No	18	21	19	21	20	23

- Four of five (77 percent) of those who drove through Canada and into Alaska said the North to Alaska travel guide influenced their selection of communities to visit.
- One in five (23 percent) said it did not influence their selection of communities to visit.

**Influence of North to Alaska Travel Guide in Selection of the Communities to Visit
2015**

Selection of Communities to Visit	Drove Through CAN & AK	Alaska Convert All Modes	Alberta Convert All Modes	B.C. Convert All Modes	Yukon Convert All Modes	Total Visit AK or CAN
<i>Sample</i>	<i>N=528</i>	<i>N=1003</i>	<i>N=718</i>	<i>N=991</i>	<i>N=562</i>	<i>N=1517</i>
Yes	77%	75%	76%	75%	77%	74%
No	23	25	24	25	23	26

- Half (51 percent) of those who drove through Canada and into Alaska said the North to Alaska travel guide increased the length of their trip in order to see and do everything.
- Another 49 percent said it did not increase the length of their trip.

**Influence of North to Alaska Travel Guide to Increase Length of Trip to See/Do Everything
2015**

Increased the Length of Trip	Drove Through CAN & AK	Alaska Convert All Modes	Alberta Convert All Modes	B.C. Convert All Modes	Yukon Convert All Modes	Total Visit AK or CAN
<i>Sample</i>	<i>N=529</i>	<i>N=1003</i>	<i>N=723</i>	<i>N=993</i>	<i>N=565</i>	<i>N=1514</i>
Yes	51%	46%	49%	49%	47%	47%
No	49	54	51	51	53	53

- Two of three (64 percent) of those who drove through Canada and into Alaska said the North to Alaska travel guide influenced their selection of a specific activity/attraction/restaurant.
- One in three (36 percent) said it did not influence their selection of communities to visit.

**Influence of North to Alaska Travel Guide in Selection of a specific activity/attraction/restaurant
2015**

Selection of Communities to Visit	Drove Through CAN & AK	Alaska Convert All Modes	Alberta Convert All Modes	B.C. Convert All Modes	Yukon Convert All Modes	Total Visit AK or CAN
<i>Sample</i>	<i>N=530</i>	<i>N=1007</i>	<i>N=725</i>	<i>N=995</i>	<i>N=565</i>	<i>N=1522</i>
Yes	64%	60%	62%	59%	63%	59%
No	36	38	37	39	35	41

Visitors Who Visited the North to Alaska Website

North to Alaska travel guide recipients who drove through Canada and into Alaska were asked if they visited the North to Alaska website.

- In 2015, two of every three (61 percent) of all Alaska visitors who drove through Canada and into Alaska visited the North to Alaska website.
- Among other jurisdictions, 66 percent of Alberta visitors (all modes), 61 percent of B.C. visitors (all modes), and 66 percent of Yukon visitors (all modes) visited the North to Alaska website.

**Website Visitors by Jurisdiction
2015**

Website Visitors	Alaska (Drive Only)	Alberta (All Modes)	B.C. (All Modes)	Yukon (All Modes)
<i>Same</i>	<i>N=1021</i>	<i>N=737</i>	<i>N=1017</i>	<i>N=1556</i>
Yes	61%	66%	61%	66%
No	28	25	26	27
Don't Know	1	9	13	7

Influence of North to Alaska Website

Visitors who visited the North to Alaska website were asked if the North to Alaska website influenced any of their travel decisions.

- Two in five (39 percent) of those who drove through Canada and into Alaska and visited the North to Alaska website said it influenced their decision to drive to Canada and Alaska.
- Three in five (61 percent) visitors said the website did not influence their decision to drive to Canada and Alaska.

**Influence of North to Alaska Website to Drive to Canada and Alaska by Jurisdiction
2015**

Decision to Drive to Canada and Alaska	Drove Through CAN & AK	Alaska Convert All Modes	Alberta Convert All Modes	B.C. Convert All Modes	Yukon Convert All Modes	Total Visit AK or CAN
	<i>N=347</i>	<i>N=625</i>	<i>N=450</i>	<i>N=626</i>	<i>N=357</i>	<i>N=933</i>
Yes	39%	35%	38%	37%	34%	41%
No	61	65	62	63	66	59

- Nearly three in four (73 percent) visitors who drove through Canada and to Alaska and visited the North to Alaska website said the website influenced their selection of driving routes or travel itinerary. One in four (27 percent) said the website did not influence their driving routes or travel itinerary.

**Influence of North to Alaska Website in Selection of Driving Routes or Travel Itinerary
2015**

Selection of Driving Routes or Travel Itinerary	Drove Through CAN & AK	Alaska Convert All Modes	Alberta Convert All Modes	B.C. Convert All Modes	Yukon Convert All Modes	Total Visit AK or CAN
<i>Sample</i>	<i>N=345</i>	<i>N=621</i>	<i>N=450</i>	<i>N=625</i>	<i>N=355</i>	<i>N=930</i>
Yes	73%	69%	73%	69%	69%	66%
No	27	31	27	31	31	34

- Two in three (68 percent) of those who drove through Canada and into Alaska and visited the North to Alaska website said the website influenced their selection of communities to visit. One in three (32 percent) said the website did not influence their selection of communities to visit.

**Influence of North to Alaska Website in Selection of the Communities to Visit
2015**

Selection of Communities to Visit	Drove Through CAN & AK	Alaska Convert All Modes	Alberta Convert All Modes	B.C. Convert All Modes	Yukon Convert All Modes	Total Visit AK or CAN
<i>Sample</i>	<i>N=346</i>	<i>N=621</i>	<i>N=450</i>	<i>N=623</i>	<i>N=356</i>	<i>N=927</i>
Yes	68%	66%	66%	67%	67%	65%
No	32	34	34	33	33	35

- Nearly half (46 percent) of those who drove through Canada and into Alaska and visited the North to Alaska website said the website increased the length of their trip in order to see and do everything.
- Half (54 percent) said the website did not increase the length of their trip.

**Influence of North to Alaska Website to Increase Length of Trip to See/Do Everything
2015**

Increased Length of Trip to See/Do Everything	Drove Through CAN & AK	Alaska Convert All Modes	Alberta Convert All Modes	B.C. Convert All Modes	Yukon Convert All Modes	Total Visit AK or CAN
<i>Sample</i>	<i>N=339</i>	<i>N=615</i>	<i>N=443</i>	<i>N=616</i>	<i>N=351</i>	<i>N=916</i>
Yes	46%	42%	46%	46%	44%	45%
No	54	58	54	54	56	55

- Three in five (61 percent) of those who drove through Canada and into Alaska and visited the North to Alaska website said the website influenced their selection of a specific activity/attraction/restaurant. Two in five (39 percent) said the website did not influence their selection of a specific activity/attraction/restaurant.

**Influence of North to Alaska Website in Selection of a Specific Activity/Attraction/Restaurant
2015**

Selection of Communities to Visit	Drove Through CAN & AK	Alaska Convert All Modes	Alberta Convert All Modes	B.C. Convert All Modes	Yukon Convert All Modes	Total Visit AK or CAN
<i>Sample</i>	<i>N=344</i>	<i>N=620</i>	<i>N=449</i>	<i>N=621</i>	<i>N=354</i>	<i>N=928</i>
Yes	61%	59%	59%	57%	58%	57%
No	39	43	41	43	41	43

Visiting and Purchasing From Websites

Visitors of the North to Alaska website who visited Alaska or a Canadian province were asked if they also visited each of the jurisdictions websites as a result of visiting the North to Alaska website.

- Of those who visited the North to Alaska website, almost two in five (38 percent) also visited TravelAlaska.com, one in four (25 percent) visited TravelAlberta.com, one in ten (12 percent) visited HelloBC.com, and one in three (30 percent) visited TravelYukon.com.
- Of those who visited TravelAlaska.com website, nearly half (44 percent) purchased a service from a company listed on travelalaska.com.
- One in three (33 percent) purchased a service from a company listed on travelalberta.com, two-third (67 percent) purchased a service from a company listed on HelloBC.com, and two-thirds (67 percent) purchased a service from a company listed on travelyukon.com.
- Visitors to TravelAlaska.com purchased the most services with companies they contacted from the website with a mean average of \$1,938 per website visitor who purchased a service from the website.
- Visitors to TravelAlberta.com spent a mean average of \$290, helloBC.com visitors spent a mean average of \$1,500, and travelyukon.com visitors spent \$901.

**Visiting and Purchasing from Websites
2014-2015**

Visited or Purchased from Website	TravelAlaska.com		TravelAlberta.com		HelloBC.com		Travel Yukon.com	
	2014	2015	2014	2015	2014	2015	2014	2015
Percent Also Visiting Jurisdiction Website	36%	38%*	21%	25%	16%	12%	25%	30%
Percent Purchasing Services from Companies on Website	50%	44%	42%	33%	52%	67%	51%	67%
Amount Spent with Companies Contacted (Mean)	\$1,452	\$1,938	\$759	\$290	\$1,015	\$1,500	\$880	\$901

*Reads: 38 percent of those who visited the North to Alaska website visited the Alaska website travelalaska.com. 44 percent of those who visited the Alaska site spent an average of \$1,938 with companies they found on the site. (Base = Alaska, Alberta, British Columbia, or Yukon visitors who visited the North to Alaska web site.

Destination of Alaskan/Canadian Trip

- Among all 2015 recipients of the North to Alaska travel guide, one in fourteen visited Alaska (7 percent) and/or British Columbia (9 percent), 5 percent visited Alberta and 5 percent visited the Yukon.
- Nearly nine of every ten (86 percent) did not visit any of these locations in 2015.

**Destination of Alaskan/Canadian Trip
2010-2015**

Destination	2011	2012	2013	2014	2015
Alaska	10%	12%	7%	7%	7%
Alberta	6	7	5	4	9
British Columbia	10	11	9	9	5
Yukon	5	6	5	5	5
None of the Above	84	83	87	87	86

Prior Visits to the Yukon

Those who visited the Yukon in 2015 were asked how many times they had visited the Yukon prior to their most recent visit.

- Among 2015 Yukon visitors over half (59 percent) have visited the Yukon before.
- One in three (34 percent) of Yukon visitors in 2015 have been to the Yukon two or more times prior to their 2015 visit.

**Prior Visits to the Yukon
2011-2015**

Number of Prior Visits	2011 Yukon Visitors	2012 Yukon Visitors	2013 Yukon Visitors	2014 Yukon Visitors	2015 Yukon Visitors
1	22%	26%	24%	41%	39%
2	10	7	10	11	13
3	4	1	4	8	7
4	4	1	1	5	5
5	2	1	6	1	2
6 or More	10	3	6	11	9
Don't Know	0	0	0	0	0
Mean	1.6	1.8	1.4	1.3	1.2

Vacation Type

- All inquirers indicating they visited Alaska or a Canadian province were asked which mode of travel they used. Four of five (83 percent) of those who drove through Canada into Alaska said they took a driving vacation from the lower 48 states through Canada and into Alaska. Another one in six (14 percent) said they took a driving vacation with portions on the Alaska Marine Highway.
- Half (55 percent) of those who visited Alaska (all modes) or Alaska and/or Canada (all modes) did so by a driving vacation from the lower 48 state through Canada and into Alaska. Another one in ten (13 percent) of those who visited Alaska (all modes) or Alaska and/or Canada (all modes) flew to Alaska and then drove once inside Alaska.
- Two of every three (71 percent) of those who visited Alberta described their vacation as a driving vacation from the lower 48 states through Canada and into Alaska, another one in seven (12 percent) said they used portions of the Alaska Marine Highway.
- Three of every five (55 percent) of those who visited British Columbia described their trip as a driving vacation from the lower 48, another one in six (14 percent) said they drove using portions of the Alaska Marine Highway.
- Two in three (67 percent) of those who visited the Yukon described their vacation as a driving vacation from the lower 48, another one in six (13 percent) said it was a driving vacation with portions on the Alaska Marine Highway.

**Destination of Alaskan/Canadian Trip
2015**

Vacation Type	Drove Through CAN & AK #1	Alaska Convert All Modes #2	Alberta Convert All Modes #3	B.C. Convert All Modes #4	Yukon Convert All Modes #5	Total Visit AK or CAN #6
<i>Sample</i>	<i>N=536</i>	<i>N=997</i>	<i>N=479</i>	<i>N=618</i>	<i>N=537</i>	<i>N=997</i>
Driving Vacation from Lower 48 through Canada and into Alaska	83%	55%	71%	55%	67%	55%
Fly to Alaska then Drive Once Inside Alaska	0	13	2	13	4	13
Driving Vacation with Portions on Alaska Marine Highway	14	12	12	12	13	12
Driving Vacation with Portions on the BC Ferry	2	3	2	33	2	3
Fly to Alberta, Yukon or BC, then Drive Once Inside Canada and Alaska	1	2	0	3	2	2
Other	0	15	13	14	12	15

Community First Boarded Ferry

Visitors who indicated part of their trip was on the ferry were asked which community they first boarded the ferry.

- Among 2015 visitors who took the ferry, one in four boarded in either Haines (25 percent), Bellingham (26 percent), or Prince Rupert (23 percent).

**Community First Boarded Ferry
2015**

Community First Board Ferry	2012	2013	2014	2015
<i>Sample</i>	<i>N=309</i>	<i>N=552</i>	<i>N=599</i>	<i>N=81</i>
Haines	33%	25%	22%	25%
Bellingham	23	24	24	26
Prince Rupert	18	14	22	23
Whittier	8	4	6	5
Valdez	4	4	3	2
Other	8	12	11	7

Visiting Canada Once Inside Alaska

Visitors who flew to Alaska then drove once inside Alaska were asked if they also visited Canada or the Yukon at any point after they were in Alaska.

- Among 2015 visitors who flew to Alaska then drove once in Alaska, one in seven (15 percent) visited Canada or the Yukon at some point.

Visiting Canada — Flew to Alaska Then Drove 2011-2015

Visiting Canada Once Inside Alaska	2010	2011	2012	2013	2014	2015
<i>Sample</i>	<i>N=64</i>	<i>N=55</i>	<i>N=64</i>	<i>N=26</i>	<i>N=32</i>	<i>N=52</i>
Yes	8%	16%	9%	10%	10%	15%
No	92	84	91	90	90	85

Transportation Mode and Ownership

- Among visitors who drove through Canada and into Alaska, 33 percent drove a motorhome, and one in four either traveled using a car, truck, or van with no living space included (26 percent) or a car, truck, or van pulling a trailer with living space included (23 percent).
- Less than one in ten (8 percent) drove through Canada and into Alaska using a truck camper.

Transportation Mode by Jurisdiction — Drove through Canada and into Alaska 2015

Transportation Mode	Alaska (Drive Only)	Alberta (All Modes)	B.C. (All Modes)	Yukon (All Modes)
<i>Sample</i>	<i>N=614</i>	<i>N=400</i>	<i>N=482</i>	<i>N=433</i>
Car, Truck or Van with No Living Space Included	26%	22%	24	24
Motorhome	33	34	33	33
Car, Truck or Van Pulling a Trailer with Living Space Included	23	25	24	25
Truck Camper	8	6	8	8
Motorcycle	6	7	6	6
Campervan	4	4	4	3
Other	0	1	1	1

Visitors were asked if they own, rented or leased the transportation they used to drive through Canada and into Alaska.

- Almost all transportation used to drive through Canada and into Alaska was owned by the visitor (93 percent), one in 20 (6 percent) rented their transportation.

**Transportation Ownership by Jurisdiction — Drove through Canada and into Alaska
2015**

Ownership of Transportation	Alaska (Drive Only)	Albert (All Modes)	B.C. (All Modes)	Yukon (All Modes)
<i>Sample</i>	<i>N=614</i>	<i>N=400</i>	<i>N=482</i>	<i>N=433</i>
Own	93%	95%	94%	94%
Rent	6	4	4	4
Lease	1	1	1	1

Accommodations Used

- Three of every four (72 percent) of those who drove through Canada and into Alaska stayed in a private campground during their trip.
- Another two in three (63 percent) stayed in a provincial, state or federal campground. Nearly two of every five (43 percent) stayed in a hotel/motel.
- One in three stayed in a Walmart or similar parking lot (31 percent), and one in five stayed with a friend or relative (20 percent).
- One in six (17 percent) stayed in a wilderness lodge/resort cabin, and one in ten (9 percent) stayed at a bed and breakfast.

**Accommodations Used by Jurisdiction — Drove through Canada and into Alaska
2015**

Accommodation Type	Alaska (Drive Only)	Alberta (All Modes)	B.C. (All Modes)	Yukon (All Modes)
<i>Sample</i>	<i>N=614</i>	<i>N=400</i>	<i>N=482</i>	<i>N=433</i>
Stayed in a Private Campground	72%	75%	73%	73%
Stayed in a Provincial, State or Federal Campground	63	66	63	64
Stayed in a Hotel/Motel	39	36	38	38
Stayed in a Walmart or Similar Parking Lot	31	34	31	32
Stayed with a Friend or Relative	20	17	20	19
Stayed in a Wilderness Lodge/Resort Cabin	17	17	17	18
Stayed in a Bed and Breakfast	9	9	10	9

Nights Spent in Accommodations

- Visitors who drove through Canada and into Alaska and stayed in private campgrounds stayed the longest with an average of 33.0 nights.
- Those who stayed in a provincial, state or federal campground stayed an average of 23.1 nights, in a hotel/motel (15.5 nights), with friends or relatives (9.0 nights), in a Walmart or similar parking lot (10.0 nights), and in a bed and breakfast (2.0 nights).
- Those who stayed in a wilderness lodge or resort cabin spent the least amount of nights (2.0 nights).

Nights Spent in Accommodations by Jurisdiction —Drove through Canada and into Alaska 2015

Type of Accommodations	Alaska (drive only)	Alberta (all modes)	B.C. (all modes)	Yukon (all modes)
<i>Sample</i>	<i>N=614</i>	<i>N=400</i>	<i>N=482</i>	<i>N=433</i>
Nights Stayed in a Private Campground	33.0	26.7	24.9	25.8
Nights Stayed in a Provincial, State or Federal Campground	23.1	15.8	16.4	16.1
Nights Stayed in a Hotel/Motel	15.5	13.0	14.0	13.1
Nights Stayed With a Friend or Relative	9.0	10.4	9.3	9.7
Nights Stayed in a Walmart or Similar Parking Lot	10.0	7.4	6.3	6.5
Nights Stayed in a Bed and Breakfast	2.0	2.9	3.7	4.2
Nights Stayed in a Wilderness Lodge/Resort Cabin	2.0	5.0	4.1	4.1

Mode of Transportation vs. Overnight Accommodations

- Nearly all those traveling in a car or truck with no living space stayed in a hotel/motel (91 percent).
- Those traveling in a motorhome, campervan, truck camper or car/truck with living space mainly stayed in campgrounds.

**Mode of Transportation for Driving Visitors vs. Overnight Accommodations
2015**

	Car/Truck No Living Space	Motorhome	Campervan	Truck Camper	Car/Truck with Living Space	Motorcycle
<i>Sample</i>	<i>N=177</i>	<i>N=171</i>	<i>N=22</i>	<i>N=48</i>	<i>N=141</i>	<i>N=41</i>
Stayed in Private Campground	23%	96%	79%	82%	93%	43%
Stayed in Provincial, State or Federal Campground	27%	77%	90%	81%	80%	37%
Stayed in Hotel/Motel	91%	10%	28%	29%	14%	90%
Stayed with Friend or Relative	18%	19%	28%	22%	20%	16%
Stayed In Walmart or Similar Parking Lot	8%	45%	55%	43%	39%	2%
Stayed in Wilderness Lodge/Resort Cabin	40%	6%	7%	9%	6%	43%
Stayed In Bed & Breakfast	26%	1%	0%	8%	4%	14%

Overnight Accommodations vs. Mode of Transportation

- Two of every three visitors that stayed at a campground (private or state) drove a motorhome (74 percent) or car/truck with living space (69 percent).
- Three of every five visitors that stayed at a hotel/motel drove a car/truck with no living space (60 percent).
- Visitors that stayed at a wilderness lodge or bed and breakfast were more likely to have driven a car/truck with no living space (60 percent and 71 percent respectively).
- Half (47 percent) of all those overnighing at a Walmart drove a motorhome.

**Overnight Accommodations vs. Mode of Transportation
2015**

	Private Camp-ground*	Provincial, State or Federal Campground	Hotel or Motel	Friend or Relative	Walmart or Similar Parking Lot	Wilderness Lodge or Resort Cabin	Bed & Breakfast
<i>Sample</i>	<i>N=382</i>	<i>N=397</i>	<i>N=276</i>	<i>N=128</i>	<i>N=166</i>	<i>N=110</i>	<i>N=63</i>
Car/Truck No Living Space	9%	11%	60%	24%	6%	60%	71%
Motorhome	44%	40%	9%	31%	47%	11%	4%
Campervan	4%	5%	2%	5%	6%	1%	0%
Truck Camper	9%	10%	6%	9%	11%	4%	7%
Car/Truck with Living Space	30%	29%	8%	24%	29%	8%	9%
Motorcycle	4%	3%	14%	5%	0%	15%	9%

*Reads: 44 percent of those who stayed in a private campground were driving a motorhome, 30 percent were driving a car or truck with living space.

Reasons for Taking a Driving Vacation

Visitors who drove through Canada and into Alaska were asked to state the main reason they decided on a driving vacation through Canada and into Alaska.

- Among 2015 visitors, two of every three (67 percent) said they wanted 'to see the countryside/scenery'.
- Another three in every five (57 percent) stated they 'enjoy camping/outdoors/nature'.
- Two in five said they either "Just wanted to go to Alaska" (44 percent), 'like to drive/travel by car' (35 percent), 'own a camper/RV/Motor home (55 percent) or 'haven't been there before' (34 percent).

**Reasons for Taking a Driving Vacation — Drove through Canada and into Alaska
2011-2015**

Reasons	2011	2012	2013	2014	2015
<i>Sample</i>	<i>N=102</i>	<i>N=309</i>	<i>N=552</i>	<i>N=599</i>	<i>N=711</i>
To See Country-side/Scenery	45%	63%	72%	73%	67%
Enjoy Camping/Outdoors/Nature	6	47	59	57	57
Own a Camper/RV/Motor Home	8	38	55	53	55
Just Wanted to Go to Alaska	18	34	43	43	44
Like to Drive/Travel by Car	9	33	36	42	35
Hadn't Been There Before	7	30	32	31	34
Visit Family/Friends	4	13	15	15	13
Other	20	18	11	12	12

Alaska Reservations

- One of every three (30 percent) of those who took a driving vacation to Alaska in 2015 did not make any type of reservations for their trip, compared to 27 percent in 2014, 34 percent in 2013, and 40 percent in 2012.
- Visitors were most likely to make reservations during the months of May and June (20 percent), or March and April (14 percent) and July and August (13 percent).

**Alaska Reservations — Drove through Canada and into Alaska
2011-2015**

Month	2011	2012	2013	2014	2015
<i>Sample</i>	<i>N=102</i>	<i>N=309</i>	<i>N=552</i>	<i>N=586</i>	<i>N=580</i>
October 2013 or Before	3%	2%	4%	4%	7%
November thru December 2013	2	2	4	4	6
January thru February 2014	11	8	6	7	10
March thru April 2014	10	7	7	9	14
May thru June 2014	14	19	23	20	20
July thru August 2014	8	17	9	23	13
Didn't Make Any Reservations	48	40	34	27	30
Don't Know/Refused	4	3	6	3	2

Aspects of Reservations

- Of those who made reservations in 2015, half (53 percent) made reservations for accommodations, a decrease from 2014 (56 percent).
- Another one in three (30 percent) made a reservation for a tour, which is down from 32 percent in 2014. One in ten (8 percent) made a reservation for an airfare/flight.

Aspects of Reservations — Drove through Canada and into Alaska 2011-2015

Aspect	2011	2012	2013	2014	2015
<i>Sample</i>	<i>N=49</i>	<i>N=256</i>	<i>N=552</i>	<i>N=427</i>	<i>N=399</i>
Accommodations/Hotel	57%	52%	52%	56%	53%
Tours	22	32	27	32	30
Airfare/Flight	6	12	9	8	8
Car Rental	4	9	6	6	5
RV Rental	0	0	0	0	0
Don't Know	2	2	2	2	16
Other	33	35	21	21	27

Month of Alaska Vacation

- In 2015, vacations to Alaska through Canada were primarily during the months of July (64 percent), June (56 percent), and August (50 percent). The same is true for prior years.

Month of Vacation — Drove through Canada and into Alaska 2011-2015

Month	2011	2012	2013	2014	2015
<i>Sample</i>	<i>N=102</i>	<i>N=309</i>	<i>N=552</i>	<i>N=580</i>	<i>N=399</i>
March or earlier	0%	2%	1%	3%	3%
April	2	3	4	3	4
May	22	22	23	22	27
June	61	52	50	51	56
July	66	61	58	61	64
August	51	43	48	49	50
September	18	16	24	22	23
October or later	2	1	4	5	2
Don't Know	2	1	0	1	1

Trip Purpose

- Overall, the vast majority (91 percent) of those who took a driving vacation to Alaska did so primarily for pleasure. Few (5 percent) primarily visited friends and relatives on their trip, and 2 percent went primarily for business, or personal matters (2 percent).

Trip Purpose — Drove through Canada and into Alaska 2011-2015

Primary Trip Purpose	2011	2012	2013	2014	2015
<i>Sample</i>	<i>N=102</i>	<i>N=309</i>	<i>N=552</i>	<i>N=580</i>	<i>N=399</i>
Pleasure	85%	90%	89%	92%	91%
VFR	13	6	6	5	5
Business	2	4	4	1	2
Primarily for personal reasons (student, family matters, etc.)	Not asked	Not asked	Not asked	2	2

Pleasure and Business Visiting Friends and Relatives

Pleasure and business visitors were asked if they also visited friends and relatives while in Alaska.

- Among those who traveled primarily for business or pleasure, one in three (32 percent) visited friends or relatives while in Alaska, down from 34 percent in 2014.

Visiting Friends and Relatives 2011-2015

Visited Friends and Relatives	2011	2012	2013	2014	2015
<i>Sample</i>	<i>N=89</i>	<i>N=241</i>	<i>N=441</i>	<i>N=559</i>	<i>N=731</i>
Yes	46%	26%	35%	34%	32%
No	54	74	65	66	68

Friends or Relatives in the Military

- Among those who visited friends or relatives while in Alaska, 10 percent visited friends or relatives in the military.

Friends or Relatives in the Military 2010-2015

Friends/Family in Military	2010	2011	2012	2013	2014	2015
<i>Sample</i>	<i>N=56</i>	<i>N=54</i>	<i>N=78</i>	<i>N=112</i>	<i>N=97</i>	<i>N=149</i>
Yes	16%	26%	15%	16%	13%	10%
No	84	74	85	84	87	90

Group/Party Size

Visitors to Alaska were asked how many people were in their group on their driving trip through Canada and into Alaska. A group is defined as all those people who are traveling together. A party is distinguished by including only those who are traveling together and sharing trip expenses.

- Overall, the average group size of those driving through Canada and into Alaska was 2.8 people, the same as in 2014.

Group Size — Drove through Canada and into Alaska 2011-2015

Group Size	2011	2012	2013	2014	2015
<i>Sample</i>	<i>N=102</i>	<i>N=309</i>	<i>N=552</i>	<i>N=559</i>	<i>N=765</i>
One	4%	8%	9%	9%	9%
Two	65	63	61	62	63
Three	11	9	7	6	6
Four	10	12	14	11	12
<i>Five or More</i>	11	7	9	11	9
Mean (in People)	3.7	3.1	2.7	2.8	2.8

- The average party size in 2015 was 2.3, same as in 2014.

Party Size — Drove through Canada and into Alaska 2011-2015

Party Size	2011	2012	2013	2014	2015
<i>Sample</i>	<i>N=102</i>	<i>N=309</i>	<i>N=552</i>	<i>N=559</i>	<i>N=765</i>
One	6%	10%	10%	9%	9%
Two	79	70	71	72	72
Three	10	9	7	7	6
Four	3	7	7	7	7
Five or More	2	3	5	5	5
Mean (in People)	2.1	2.3	2.3	2.3	2.3

Travel Expenditures in Individual Jurisdictions

Drivers who drove through Canada and into Alaska were asked how much they spent in each jurisdiction.

- Overall, the average amount spent per party during their stay just in Alaska was \$4,342. The average amount spent while just visiting Alberta was \$990, and the average amount spent while just visiting British Columbia was \$1,202. The average amount spent while just visiting the Yukon was \$1,063.

Per Party Expenditures by Jurisdiction — Drove through Canada and into Alaska 2015

Expenditure in Jurisdiction	Alaska	Alberta	B.C.	Yukon
<i>Sample</i>	<i>N=527</i>	<i>N=318</i>	<i>N=454</i>	<i>N=464</i>
Less than \$1,000	7%	74%	60%	65%
\$1,000 to \$3000	26	22	33	27
\$3,001 to \$6000	34	0	0	0
\$6,001 to \$9,000	14	0	0	0
\$9,001 or More	9	0	0	0
Don't Know	10	6	7	8
Mean (dollars)	\$4,342	\$990	\$1,202	\$1,063

- Overall, the average total amount spent per party starting from when they crossed the Canadian border (including transportation costs) was \$5,767 in 2015, down from \$6,613 in 2014.

Per Party Expenditures for Entire Trip 2011-2015

Expenditure Entire Trip	2011	2012	2013	2014	2015
<i>Sample</i>	<i>N=102</i>	<i>N=309</i>	<i>N=552</i>	<i>N=529</i>	<i>N=464</i>
Up to \$999	3%	5%	0%	5%	5%
\$1,000 to \$2,999	13	22	10	18	20
\$3,000 to \$5,999	16	24	13	25	28
\$6,000 or More	43	33	37	39	34
Don't Know	25	16	39	12	12
Mean (dollars)	\$7,207	\$6,026	\$7,115	\$6,613	\$5,767

Non-Internet Information Sources

Visitors to Alaska were asked which non-internet sources they referred to in planning or arranging their trip through Canada and into Alaska.

- Overall, three in every four (75 percent) visitors used the *Milepost* (an increase from 73 percent in 2014).
- Other top-mentioned sources included maps (56 percent), books/travel books (49 percent), Official Alaska State Planner (44 percent), friends or relatives (26 percent), AAA/travel agent (17 percent), and brochures from companies (15 percent).

**Non-Internet Information Sources — Drove through Canada and into Alaska
2011-2015**

Information Sources	2011	2012	2013	2014	2015
<i>Sample</i>	<i>N=102</i>	<i>N=309</i>	<i>N=552</i>	<i>N=599</i>	<i>N=580</i>
The Milepost	40%	69%	75%	73%	75%
Maps	8	50	59	60	56
Books/Travel Books	19	43	47	48	49
Official Alaska State Planner	N/A	31	43	47	44
Friends or Relatives	6	18	25	25	26
AAA/Travel Agent	7	20	19	19	17
Brochures-from Company	6	22	15	12	15
The Internet*	N/A	N/A	N/A	N/A	N/A

*Note: Asked as a separate Internet question in 2011; percentages do not equal 100 percent due to multiple responses.

Internet Information Sources

Visitors to Alaska were asked which internet sources they referred to in planning or arranging their trip through Canada and into Alaska.

- Overall, one in every five (21 percent) indicated they did not use the internet when planning or arranging their trip.
- The top-mentioned internet sources included destination websites (43 percent), city search (22 percent), and Trip Advisor (23 percent).

**Internet Information Sources — Drove through Canada and into Alaska
2011-2015**

Information Sources	2011	2012	2013	2014	2015
<i>Sample</i>	<i>N=102</i>	<i>N=309</i>	<i>N=552</i>	<i>N=599</i>	<i>N=580</i>
Destination Websites	4%	31%	41%	43%	43%
City Search	3	20	19	23	22
Trip Advisor	2	9	17	23	23
Cruise Line Website	2	3	9	12	12
Other	15	10	8	9	9
None	53	30	25	20	21
Don't Know	20	16	12	12	12

Note: All other responses were 1 percent or less of total; percentages do not equal 100 percent due to multiple responses.

Cities and Areas Visited

Alberta

- Among 2015 Alberta visitors (all modes of transportation), the most frequently visited cities and specific destinations were: Alaska Highway (77 percent, up from 68 percent in 2014), Banff (62 percent, same as in 2014), Jasper (60 percent, up from 58 percent in 2014), Lake Louise (57 percent, up from 56 percent in 2014), and Edmonton (36 percent, down from 39 percent in 2014).

**Cities and Areas Visited (Alberta Visitors — All Transportation Modes)
2011-2015**

Alberta Cities and Areas Visited	2011 (All Modes)	2012 (All Modes)	2013 (All Modes)	2014 (All Modes)	2015 (All Modes)
<i>Sample</i>	<i>N=131</i>	<i>N=334</i>	<i>N=552</i>	<i>N=599</i>	<i>N=410</i>
Alaska Highway	16%	60%	71%	68%	77%
Banff	36	49	59	62	62
Jasper	28	41	54	58	60
Lake Louise	21	44	54	56	57
Edmonton	22	36	38	39	36
Calgary/Calgary Stampede	40	33	36	35	33
Grand Prairie	10	30	36	35	37
Other	22	12	15	10	12
Don't Know	16	9	12	2	5

Note: Percentages add to more than 100 percent due to multiple responses.

British Columbia

- Among 2015 British Columbia visitors (all modes of transportation), the most frequently visited cities and specific destinations were: Alaska Highway (69 percent up from 59 percent in 2014), Dawson Creek (56 percent up from 43 percent in 2014), Vancouver (33 percent down from 42 percent in 2014), and Prince George (45 percent up from 40 percent in 2014).

**Cities and Areas Visited (British Columbia Visitors — All Transportation Modes)
2011-2015**

B.C. Cities and Areas Visited	2011 (All Modes)	2012 (All Modes)	2013 (All Modes)	2014 (All Modes)	2015 (All Modes)
<i>Sample:</i>	<i>N=221</i>	<i>N=461</i>	<i>N=552</i>	<i>N=1019</i>	<i>N=410</i>
Alaska Highway	11%	54%	61%	59%	69%
Dawson Creek	12	42	46	43	56
Vancouver	32	31	43	42	33
Prince George	13	31	39	40	45
Stewart	7	21	26	27	30
Victoria	21	14	24	26	19
Kamloops	6	16	12	21	15
Prince Rupert	5	16	17	18	18
Other	36	17	21	14	12
Don't Know	16	8	10	2	7

Note: Percentages add to more than 100 percent due to multiple responses.

Yukon

- Among 2015 Yukon visitors (all modes of transportation), the most frequently visited cities and specific destinations were Whitehorse/the Capitol (92 percent up from 89 in 2014), Dawson City (64 percent up from 59 percent in 2014) and Watson Lake (84 percent up from 76 percent in 2014).

**Cities and Areas Visited (Yukon Visitors — All Transportation Modes)
2011-2015**

Yukon Cities and Areas Visited	2011 (All Modes)	2012 (All Modes)	2013 (All Modes)	2014 (All Modes)	2015 (All Modes)
<i>Sample:</i>	<i>N=115</i>	<i>N=309</i>	<i>N=552</i>	<i>N=570</i>	<i>N=490</i>
Whitehorse/The Capitol	57%	81%	64%	89%	92%
Watson Lake	23	62	33	76	84
Dawson City	32	56	44	59	64
Other	28	14	17	6	8
Don't Know	18	8	10	4	4

Note: Percentages add to more than 100 percent due to multiple responses.

Alaska

- Among Alaska visitors who drove through Canada and into Alaska, the most frequently visited cities and specific destinations were: Anchorage (81 percent), Fairbanks (73 percent), Tok (78 percent), Denali (71 percent), Kenai Peninsula (58 percent), Homer (57 percent), and Seward (57 percent).

**Cities and Areas Visited (Alaska Visitors — Drove through Canada and into Alaska)
2011-2015**

Cities and Areas Visited	2011	2012	2013	2014	2015
<i>Sample:</i>	<i>N=102</i>	<i>N=309</i>	<i>N=552</i>	<i>N=561</i>	<i>N=580</i>
Anchorage	73%	77%	85%	82%	81%
Fairbanks	61	73	72	70	73
Tok	36	58	59	70	78
Denali	35	59	68	68	71
Homer	48	46	59	56	57
Kenai Peninsula	20	45	62	54	58
Seward	40	50	57	54	57
Wasilla	18	44	50	51	52
Delta Junction	10	40	51	46	55
Haines	17	29	39	46	47
Palmer	14	34	44	45	46
Glennallen	16	28	44	44	44
Skagway	17	31	40	42	41
Chicken	20	33	38	41	44
Valdez	33	35	45	39	46
Soldotna	19	31	43	37	38
Hyder	7	20	30	32	31
Whittier	12	26	30	29	30
Juneau	10	15	19	28	26
Arctic Circle	6	19	17	21	19
Ketchikan	9	12	15	19	16
Other	31	14	12	15	9
Inside Passage	4	10	10	15	16
Don't Know	3	2	2	9	2

Note: Percentages add to more than 100 percent due to multiple responses.

Trip Length

- The average length of the entire trip was 44.8 days in 2015, up from 43.2 days in 2014.

**Average Trip Length — Drove through Canada and into Alaska
2011-2015**

Length of Entire Trip	2011	2012	2013	2014	2015
Sample	N=102	N=309	N=552	N=599	N=580
Up to 2 Weeks	15%	14%	19%	11%	7%
2 to 4 Weeks	14	20	23	22	22
4 to 6 Weeks	22	26	19	21	19
6 to 8 Weeks	12	11	13	13	13
More than 8 Weeks	35	28	25	33	38
Don't Know	3	3	1	1	1
Mean (in days)	49.4	43.5	39.5	43.2	44.8

- The average length of stay in Alberta in 2015 was 5.6 days, down from 5.7 days in 2014.

**Average Trip Length in Alberta — Drove through Canada and into Alaska
2011-2015**

Length of Stay	2011	2012	2013	2014	2015
Sample	N=131	N=219	N=552	N=694	N=580
1 Day	6%	6%	4%	4%	5%
2 Days	13	20	17	12	13
3 Days	21	17	19	17	1
4 Days	14	16	16	15	14
5 Days	8	10	11	11	9
6 Days	5	5	6	7	8
7 Days	8	6	5	6	6
8 or More Days	23	11	15	24	23
Don't Know	4	8	6	5	4
Mean (in Days)	6.3	4.6	5.3	5.7	5.6

- The average length of stay in British Columbia in 2015 was 7.2 days, up from 2014 (6.1 days).

**Average Trip Length in British Columbia — Drove through Canada and into Alaska
2011-2015**

Length of Stay	2011	2012	2013	2014	2015
<i>Sample</i>	<i>N=221</i>	<i>N=260</i>	<i>N=552</i>	<i>N=599</i>	<i>N=580</i>
1 Day	12%	5%	4%	9%	6%
2 Days	14	9	11	13	10
3 Days	9	16	14	13	11
4 Days	12	15	14	12	12
5 Days	11	9	9	10	8
6 Days	8	4	7	7	7
7 Days	8	6	7	7	8
8 or More Days	26	29	29	26	32
Don't Know	1	7	5	2	4
Mean (in Days)	6.3	6.3	6.7	6.1	7.2

- The average length of stay in the Yukon in 2015 was 5.2 days, up from 4.8 days in 2014

**Average Trip Length in the Yukon — Drove through Canada and into Alaska
2011-2015**

Length of Stay	2011	2012	2013	2014	2015
<i>Sample</i>	<i>N=115</i>	<i>N=250</i>	<i>N=552</i>	<i>N=577</i>	<i>N=580</i>
1 Day	14%	5%	3%	6%	6%
2 Days	11	19	17	17	15
3 Days	17	16	16	14	15
4 Days	14	12	18	14	15
5 Days	11	11	10	9	8
6 Days	4	6	7	8	9
7 Days	7	6	5	6	6
8 or More Days	20	19	19	20	21
Don't Know	2	6	5	4	4
Mean (in Days)	5.7	5.3	5.3	4.8	5.2

- The average length of stay in Alaska in 2015 was 25.09 days, up from 23.3 days in 2014.

**Average Trip Length in Alaska — Drove through Canada and into Alaska
2011-2015**

Length of Stay in Alaska	2011	2012	2013	2014	2015
<i>Sample</i>	<i>N=102</i>	<i>N=309</i>	<i>N=552</i>	<i>N=551</i>	<i>N=580</i>
1 to 5 Days	4%	9%	5%	6%	7%
6 to 10 Days	10	15	14	16	13
11 to 15 Days	17	14	12	14	13
16 to 20 Days	15	12	11	10	12
21 to 25 Days	11	11	9	11	10
26 to 30 Days	12	10	11	9	9
31 or More Days	27	26	36	33	36
Don't Know	4	3	2	2	1
Mean (in Days)	29.8	21.7	25.1	23.3	25.0

Length of Stay in Various Accommodations

Those who took a driving vacation through Canada and into Alaska were asked where they spent their nights during their trip.

- The accommodation used most often was private campground with an average of 33.0 nights. Provincial/state/federal campground was used an average of 23.1 nights, and hotel/motel was used an average of 15.5 nights. Travelers stayed at wilderness lodge/resort cabins the least, with an average of 2.0 nights.

**Length of Stay in Accommodations — Drove through Canada and into Alaska
2011-2015**

Length of Stay in Accommodations	2011	2012	2013	2014	2015
<i>Sample</i>	<i>N=102</i>	<i>N=309</i>	<i>N=552</i>	<i>N=599</i>	<i>N=580</i>
Private Campground	30.5	22.4	29.9	26.0	33.0
Hotel/Motel	18.3	14.3	18.8	16.5	15.5
Provincial State/Fed Campground	14.2	14.3	19.3	15.1	23.1
Walmart or Similar Parking Lot	10.9	7.1	15.5	14.9	10.0
With a Friend or Relative	11.0	7.4	10.8	6.0	9.0
Bed and Breakfast	6.0	3.8	3.6	4.0	2.0
Wilderness Lodge/Resort Cabin	2.9	3.0	1.6	2.0	2.0
Other Accommodation	13.0	10.0	7.0	3.0	3.0

Activities Participated In

- The most frequently mentioned activities visitors participated in while in Alaska in 2015 include (50 percent or more): glacier viewing (68 percent), arts/culture/history (63 percent), wildlife viewing (59 percent), shopping (53 percent), hiking/nature walk (54 percent), historical/cultural attractions (55 percent), and museums (56 percent).

Activities Participated In (Drove through Canada and into Alaska) 2011-2015

Activities in Alaska	2011	2012	2013	2014	2015
<i>Sample</i>	<i>N=102</i>	<i>N=309</i>	<i>N=552</i>	<i>N=599</i>	<i>N=580</i>
Glacier Viewing	84%	72%	76%	78%	68%
Arts/Culture/History	68	65	63	62	63
Wildlife Viewing (Bears, Whales, Etc.)	89	82	77	61	59
Hiking/Nature Walk	66	56	58	55	54
Historical/Culture Attractions	76	61	56	55	55
Shopping	88	60	81	55	53
Museums	76	65	72	54	56
Native Cultural Attraction	70	43	49	44	44
Day Cruises	60	44	51	43	42
Fishing	60	38	42	43	42
Hot Springs	46	33	44	37	43
Backpacking/Hiking	43	35	32	36	39
Sightseeing/City Tour	59	31	48	31	28
Festivals and Events	54	30	43	30	33
Gold Panning/Mine Tour	41	27	39	27	26
Shows/Alaska Entertainment	51	26	39	25	22
Bird Watching	48	37	48	23	24
Salmon Bake	32	13	34	19	18
Flightseeing	41	18	29	18	17
Train-White Pass/Yukon	16	12	16	16	16
Camped in Tent	16	14	13	13	10
Motor Coach Tour	23	15	18	12	11
Train-Alaska Railroad	22	8	14	12	10
Tramway/Gondola	18	10	16	11	13

Activities in Alaska	2011	2012	2013	2014	2015
<i>Sample</i>	<i>N=102</i>	<i>N=309</i>	<i>N=552</i>	<i>N=599</i>	<i>N=580</i>
Dog Mushing	8%	9%	14%	10%	9%
Northern Lights	12	10	11	10	12
Bicycling	11	9	10	9	11
Kayaking/ Canoeing	9	4	1	9	8
Soft Adventure Tour	30	10	15	7	8
River Rafting Float Trip	15	5	15	7	7
Car rental	10	6	10	5	5
Rafting	5	3	3	4	4
Overnight Cruise	14	2	8	3	4
Wilderness Trip/Expedition	10	5	3	3	3
Iditarod	6	4	13	3	4
Hunting	3	1	0	1	2
RV rental	1	4	0	1	3
Snow Skiing/Snowboarding	1	0	1	0	0
Business	5	0	6	0	0
Cross country (Nordic) Skiing	1	0	1	0	0
Winter Activities	3	0	0	0	0
Snowmobiling	0	0	0	0	0
Other	1	5	0	3	3
None of the Above	0	0	0	1	1

Note: New activities are added to the list each year resulting in a large amount of NA from previous years. Percentages add to more than 100% due to multiple responses.

Activities most important in decision to drive to Canada and Alaska

Visitors that drove through Canada to Alaska were asked which activity was most important, 2nd most important, and 3rd most important in their decision to drive through Canada and into Alaska.

- Overall, the activity visitors indicated was most important in their decision to drive through Canada and into Alaska was wildlife viewing (bears, whales, etc.) with 64 percent indicating it was most important.
- This was followed by fishing (54 percent) and glacier viewing (43 percent).

**Activities Most Important in Decision to Drive to Canada and Alaska
2015**

Activity	Most Important	2 nd Most Important	3 rd Most Important
Wildlife Viewing (Bears, Whales, etc.)	64%	21%	15%
Fishing	54	26	20
Glacier Viewing	43	36	21

Prior Trips to Alaska

- Three in five (60 percent) current visitors to Alaska have visited before, up from 2014 (42 percent).
- Of those, 40 percent have been to Alaska a total of two times, and another 21 percent have visited Alaska three times.
- One in five (19 percent) have visited the state six or more times for vacation purposes.
- Among 2015 repeat visitors to Alaska, travelers have been to Alaska an average of 4.1 times, down from 5.3 times in 2014.

**Prior Trips to Alaska — Drove through Canada and into Alaska
2011-2014**

Times Visited Alaska Prior to 2015 (including Current Visit)	2011	2012	2013	2014	2015
<i>Sample</i>	<i>N=38</i>	<i>N=124</i>	<i>N=78</i>	<i>N=356</i>	<i>N=295</i>
2 Times	27%	35%	30%	20%	40%
3 Times	16	24	19	20	21
4 Times	11	23	9	7	11
5 Times	7	5	10	7	7
6 or More Times	24	14	25	27	19
Don't Know	0	0	1	1	0
Mean	4.2	4.5	4.9	5.3	4.1

Online Communities and Social Networks

Visitors who took a driving Vacation through Canada and into Alaska were asked which, if any, online communities and social networks they visit three or more times a week.

- Half (50 percent) visitors who drove through Canada and into Alaska visited Facebook three or more times per week.
- Few visit other sites frequently. One third (37 percent) of Alaska drivers who drove through Canada and into Alaska did not visit any online community or social networks three or more times a week.

Visits to Online Communities and Social Networks — Drove through Canada and into Alaska 2014-2015

Online Communities and Social Networks	Alaska (all modes)		Alberta (all modes)		B.C. (all modes)		Yukon (all modes)	
Year	2014	2015	2014	2015	2014	2015	2014	2015
Sample	N=494	N=614	N=354	N=400	N=446	N=482	N=419	N=433
Facebook	44%	50%	46%	51%	45%	51%	46%	51%
YouTube	15	18	15	18	15	19	14	17
Trip Advisor	9	13	10	13	9	13	9	11
LinkedIn	6	5	6	5	6	5	5	5
Travel Blogs	4	4	6	4	5	4	4	4
Pinterest	3	7	4	6	3	5	3	6
Twitter	2	3	1	3	2	3	2	3
Online Travel Forums	3	1	4	1	3	1	3	1
Cruise Critic	0	2	0	1	0	2	0	1
Other	2	3	2	3	2	3	2	3
None	45	37	42	38	44	38	44	39

Influence of Online Communities/Social Networks/Websites

Visitors who frequent online communities and social networks were asked if the communities/networks/websites influenced any of their travel decisions.

- Few (14 percent) of those who drove through Canada and into Alaska and visited online communities and social networks said the websites influenced their decision to drive to Canada and Alaska.
- Most (86 percent) said the communities/networks did not influence their decision to drive to Canada and Alaska.

Influence of Online Communities and Social Networks on Decision to Drive to Canada and into Alaska 2015

Decision to Drive to Canada and Alaska	Drove Through CAN & AK	Alaska Convert All Modes	Alberta Convert All Modes	B.C. Convert All Modes	Yukon Convert All Modes	Total Visit AK or CAN
<i>Sample</i>	<i>N=260</i>	<i>N=269</i>	<i>N=203</i>	<i>N=244</i>	<i>N=232</i>	<i>N=269</i>
Yes	14%	14%	13%	13%	12%	14%
No	86	86	87	87	88	86

- One in five (19 percent) of those who drove through Canada and into Alaska and visited online communities and social networks said the websites influenced their selection of driving routes or travel itinerary.
- Four of every five (81 percent) said the websites did not influence their selection of driving routes or travel itinerary.

Influence of Online Communities and Social Networks on Selection of Driving Route/Travel Itinerary 2015

Selection of Driving Routes or Travel Itinerary	Drove Through CAN & AK	Alaska Convert All Modes	Alberta Convert All Modes	B.C. Convert All Modes	Yukon Convert All Modes	Total Visit AK or CAN
<i>Sample</i>	<i>N=260</i>	<i>N=269</i>	<i>N=203</i>	<i>N=244</i>	<i>N=232</i>	<i>N=269</i>
Yes	19%	19%	20%	19%	20%	19%
No	81	81	80	81	80	81

- One in five (21 percent) of those who drove through Canada and into Alaska and visited online communities and social networks said the websites influenced their selection of communities to visit.
- Four in five (79 percent) said the websites did not influence their selection of communities to visit.

Influence of Online Communities and Social Networks on Communities Visited 2015

Selection of Communities to Visit	Drove Through CAN & AK	Alaska Convert All Modes	Alberta Convert All Modes	B.C. Convert All Modes	Yukon Convert All Modes	Total Visit AK or CAN
<i>Sample</i>	<i>N=259</i>	<i>N=268</i>	<i>N=202</i>	<i>N=244</i>	<i>N=230</i>	<i>N=268</i>
Yes	21%	21%	21%	19%	19%	21%
No	79	79	79	81	81	79

- One in seven (14 percent) of those who drove through Canada and into Alaska and visited online communities and social networks said the website increased the length of their trip in order to see and do everything.
- Almost nine in ten (86 percent) said the websites did not increase the length of their trip.

**Influence of Online Communities and Social Networks on Length of Trip to See/Do Everything
2015**

Increased the Length of Trip	Drove Through CAN & AK	Alaska Convert All Modes	Alberta Convert All Modes	B.C. Convert All Modes	Yukon Convert All Modes	Total Visit AK or CAN
<i>Sample</i>	<i>N=253</i>	<i>N=261</i>	<i>N=198</i>	<i>N=238</i>	<i>N=226</i>	<i>N=261</i>
Yes	14%	14%	16%	14%	15%	14%
No	86	86	84	86	85	86

- One in four (24 percent) of those who drove through Canada and into Alaska and visited online communities and social networks said the website influenced the selection of a specific activity/attraction/restaurant.
- Three in four (76 percent) said the websites did not influenced the selection of a specific activity/attraction/restaurant.

**Influence of Online Communities and Social Networks on selection of a specific activity/attraction/restaurant
2015**

Increased the Length of Trip	Drove Through CAN & AK	Alaska Convert All Modes	Alberta Convert All Modes	B.C. Convert All Modes	Yukon Convert All Modes	Total Visit AK or CAN
<i>Sample</i>	<i>N=253</i>	<i>N=261</i>	<i>N=198</i>	<i>N=238</i>	<i>N=226</i>	<i>N=261</i>
Yes	24%	24%	24%	23%	23%	24%
No	76	76	76	77	77	76

Demographic Profiles

Demographic Profiles — Drove through Canada and into Alaska 2011-2015

	2011	2012	2013	2014	2015
<i>Sample</i>	<i>N= 102</i>	<i>N= 309</i>	<i>N=552</i>	<i>N=465</i>	<i>N=614</i>
Gender					
Male	69%	65%	75%	78%	77%
Female	31	35	25	22	23
Marital Status					
Married	82%	85%	83%	84%	82%
Widowed	6	4	3	4	4
Single	7	3	2	3	3
Divorced or Separated	1	3	8	4	6
Live Together/Not Married	3	3	4	4	3
Refused	1	2	3	2	2
Children Under 18 Living in Household					
No	94%	95%	92%	96%	96%
Yes	5	4	4	4	4
Refused	1	1	4	0	0
Employment Status					
Retired	82%	63%	80%	78%	71%
Employed Full-Time	8	18	11	11	16
Self-Employed	0	3	4	7	6
Employed Part-Time	6	3	2	2	4
Homemaker	0	2	0	1	1
Disabled	0	2	0	1	1
Unemployed	2	1	0	0	0
Other/Refused	2	9	3	1	1
Age					
Under 25	0%	0%	0%	0%	0%
25-34	1	2	0	1	0
35-44	0	2	3	0	1
45-54	6	8	6	5	5
55-64	29	30	29	29	28
65 or Older	62	56	59	62	62
Refused	2	2	3	2	3
<i>Mean (Years)</i>	<i>68.6</i>	<i>67.0</i>	<i>70.4</i>	<i>68.4</i>	<i>70.8</i>

**Demographic Profiles — Drove through Canada and into Alaska
2011-2015**

	2011	2012	2013	2014	2015
<i>Sample</i>	<i>N= 102</i>	<i>N=309</i>	<i>N=552</i>	<i>N=466</i>	<i>N=614</i>
Size of Household					
One	8%	8%	12%	11%	12%
Two	81	82	76	76	73
Three	9	4	6	6	7
Four	1	3	3	3	3
Five or More	0	1	1	2	2
Refused	1	1	2	0	3
<i>Mean (# People)</i>	<i>2.0</i>	<i>2.1</i>	<i>2.0</i>	<i>2.0</i>	<i>2.1</i>
Education					
High School Graduate or Less	23%	12%	10%	10%	10%
Some college/ Business/Technical School	22	32	33	31	35
College Degree	33	28	26	24	26
Advanced Degree	22	24	28	31	26
Refused	1	4	2	4	3
Own RV					
Yes	64%	58%	59%	69%	54%
No	36	42	41	31	46
Don't Know/ Refused	0	0	0	0	0
Ethnicity					
Caucasian	92%	92%	90%	90%	89%
Native American Indian	2	2	1	2	2
Hispanic	0	1	1	0	1
African American	0	0	0	1	0
Asian	2	2	2	1	1
Other	2	1	1	2	2
Refused	2	3	2	6	6
Household Income					
Under \$20,000	0%	3%	2%	1%	1%
\$20,000-\$34,999	5	4	5	4	4
\$35,000-\$49,999	10	9	8	8	9
\$50,000-\$74,999	24	17	21	17	18
\$75,000-\$99,999	17	17	15	17	14
\$100,000 or more	15	19	22	23	23
Don't Know	0	0	0	0	0
Refused	30	31	27	32	31
<i>Mean (dollars)</i>	<i>\$76,300</i>	<i>\$71,600</i>	<i>\$70,500</i>	<i>\$84,200</i>	<i>\$70,300</i>

State/Region of Residence of Those Who Drove Through Canada and into Alaska

- Among the visitors who took a driving vacation, one in three (29 percent) resided in the West, the South (30 percent), and the Midwest (30 percent). One in ten resided in the East (11 percent). States with the highest proportions of visitors were Florida (8 percent), California (7 percent), Washington and Texas (6 percent).

**State/Region of Residence — Drove through Canada and into Alaska
2011-2015**

	2011	2012	2013	2014	2015
Florida	4%	6%	8%	8%	8%
California	10	10	8	8	7
Texas	4	7	5	5	6
Washington	7	11	5	5	6
Oregon	7	1	5	5	5
Michigan	6	5	4	4	5
Ohio	3	3	4	4	5
Wisconsin	7	3	2	2	4
Minnesota	3	4	1	1	4
New York	3	2	1	1	4
Pennsylvania	6	4	3	3	3
Tennessee	1	2	3	3	3
Illinois	4	1	3	3	3
Missouri	7	2	2	2	3
Arizona	1	6	5	5	2
Colorado	3	1	4	4	2
Iowa	3	2	2	2	2
Georgia	0	2	2	2	2
Indiana	0	2	2	2	2
Virginia	1	2	3	3	1
North Carolina	3	6	2	2	1
Utah	1	1	1	1	1
Idaho	0	1	1	1	1
Alabama	3	0	1	1	1
Kansas	3	0	1	1	1
New Mexico	1	0	1	1	1
Louisiana	0	0	1	1	1

**State/Region of Residence by Jurisdiction
2015**

	Alaska Convert All Modes	Alberta Convert All Modes	B.C. Convert All Modes	Yukon Convert All Modes	All Visitors CAN or AK
Washington	8	3	17	8	14
Oregon	12	6	10	11	10
Florida	10	11	6	6	8
Missouri	3	3	6	8	4
Tennessee	6	3	3	0	4
Utah	1	8	4	8	4
Texas	4	6	1	3	3
Arizona	4	6	4	3	3
Illinois	3	6	4	6	3
Wisconsin	4	6	4	6	3
Minnesota	4	0	4	0	3
New Jersey	2	0	0	0	2
Michigan	2	6	3	3	2
Ohio	2	3	1	6	2
New York	2	3	1	0	2
Indiana	2	0	0	0	2
Idaho	1	0	3	3	2
Colorado	2	0	1	3	1
Pennsylvania	3	3	1	0	1
North Carolina	1	0	0	0	1
Iowa	2	0	1	0	1
Virginia	1	0	0	0	1
Georgia	2	3	0	0	1
Alabama	1	0	0	0	1
Kansas	1	0	0	0	1
New Mexico	1	0	0	0	1
California	8%	3%	11%	3%	11%

V. Delayed Effectiveness

A. Second and Third Year Converters

To provide an indication of the delayed effectiveness of the 2013 and 2014 North to Alaska travel guide requestors who did not visit in 2013 or 2014 were interviewed again in 2015.

Conversion Rate

- Non-visitors from 2013 converted to visitors in 2015 at a rate of 3.0 percent. Non-visitors from 2014 converted to visitors in 2015 at a rate of 4.0 percent.
- This brings the three year conversion rate to 12.9 percent

Three Year Conversion Rate

• 2015 Respondents converting in 2015	5.9%
• 2014 Respondents converting in 2015	4.0%
• 2013 Respondents converting in 2015	<u>3.0%</u>
• Three year conversion rate	12.9%

VI. Key Program Findings

The 2015 Direct Response Program was significantly less effective and efficient than the 2014 Program

Although expenditures for the 2015 direct response program were 1% more than the 2014 program, major indicators of the overall 2015 program efficiency and effectiveness included the following compared to the 2014 program:

- 32% (735,000) fewer pieces mailed/less circulation
- 14% (13,000) fewer inquiries
- 18% decline in number of visitors
- 22% increase in cost per inquiry
- 27% increase in cost per conversion
- 33% decrease in Return of Investment (ROI)

As media and production costs continue to increase, with no resulting increase in expenditures, the overall program will likely continue to decline in effectiveness and efficiency.

Over half (54%) of all visitors come from 10 states

Among visitors that drove through Canada to Alaska, half (54%) reside in one of only 10 states. Marketing efforts should recognize most of the potential visitors are concentrated in just a few states.

Market to Groups, not just Parties

As in past years, people visiting Alaska generally are traveling in groups. A group is defined as the number of people traveling in their group (friends, relatives, etc.). A party is the number in of people included in their party's trip expenses. In 2015 the average group size was 2.8 while the party size was 2.5. Marketing efforts should recognize in most cases people visiting Alaska are not always a husband and wife, but often are couples traveling with friends or relatives, including children.

The delayed effectiveness of the program is significant - continue marketing efforts to past North to Alaska Guide recipients.

The conversion rate of those that inquired and converted in 2015 was 5.9%. Another 4.0% converted in 2015 but inquired in 2014, and another 3.0% converted in 2015 but inquired in 2013. Continuing marketing efforts directed at those who inquired in previous years will help ensure the programs true measure of effectiveness and efficiency.

The repeat market is significant - marketing efforts should encourage repeat visitation.

Nearly half (47%) of all visitors that drove through Canada to Alaska for vacation are repeat visitors. Consider including a section in the North to Alaska Guide, and the North to Alaska newsletter, that encourages repeat visitation.

Continue sending the North to Alaska Guide – it influences many travel decisions

70% indicate it influenced the selection of communities to visit, 47% indicate it increased the length of their trip, 51% indicate it influenced their decision to drive to Canada and Alaska, and 76% indicate it influenced their selection of driving routes or travel itinerary.

Continue driving potential visitors to the North to Alaska Website – it also influences many travel decisions

65% indicate it influenced the selection of communities to visit, 45% indicate it increased the length of their trip, 45% indicate it influenced their decision to drive to Canada and Alaska, and 68% indicate it influenced their selection of driving routes or travel itinerary.

Continue driving potential visitors to the partner websites – they are purchasing from companies found on the partner sites.

55% of those who visited northtoalaska.com also visited travelalaska.com and spent an average of \$1,938 from companies they found there. 25% of those who visited northtoalaska.com also visited travelalberta.com and spent an average of \$290 from companies they found there. 12% of those who visited northtoalaska.com also visited hellobc.com and spent an average of \$1500 from companies they found there, and 30% of those who visited northtoalaska.com also visited travelyukon.com and spent an average of \$901 from companies they found there.

Ensure marketing efforts speak to the “self-contained” market as well the market traveling with no living space.

64% of all visitors that drove through Canada to Alaska traveled in a “self-contained” vehicle – Motorhome, car, truck or van pulling a trailer, or truck camper. 26% traveled in a vehicle with no living space – car, truck or van with no living space included or a motorcycle. Marketing efforts must speak to both markets.

Ensure marketing efforts make private and government Campground information easy to find and use.

63% of all visitors that drove through Canada to Alaska, regardless of transportation type - self-contained vehicle or not - stayed in private and/or government campgrounds. Marketing efforts must ensure campground information is easy to find and use.

Continue monitoring online communities and social networks.

Among visitors that drove through Canada to Alaska, frequent use of online communities and social networks is relatively low. Half (49%) say they visit Facebook three or more times a week, but the next most frequent site visited is mentioned by only 21% (YouTube). Additionally, only 9% of those who visited any online community or social network said the website had any influence on their decision to drive, length of stay, selection of itinerary or route they took, or the communities they visited. Additional research can clearly determine the level of engagement and impact resulting from efforts in this media.

VII. Methodology

Overall Design

The research consists of telephone interviews among literature requestors/travel guide recipients from each of the six sources. In order to allow comparisons of conversion rates of individual publications and lists, GMA Research (GMA) uses a quota sampling technique. Specifically, separate random samples of requestors are drawn for each publication/source list included in the research.

Sample Definition

The study includes requestors who do not recall receiving the publication as well as those who do recall it. Inability to recall receiving the publication is likely to be a function of the time elapsed between receipt of the publication and the interview, rather than failure to receive it at all. In some cases, inability to recall can also reflect a lower level of interest in taking a vacation to the travel destination. Therefore, failure to include people who don't recall in the sample may result in an overestimation of conversion rates and cost efficiencies.

Publications and Lists Studied

- All Other Sources
- AARP RV
- National Geo Society Enhanced- RV
- Family Motor Coach Gov
- 2nd Year Converters
- 3rd Year Converters

Interviewing Method

All surveying was conducted using CRT interviewing. Random selections within inquiry/travel guide recipient lists using the nth listing technique were employed to ensure a complete representation of each list. If the respondent was not available on the initial attempt, a callback time was scheduled and callbacks were made. A total of three callbacks were made in an attempt to reach each respondent.

Sample

Overall, the research consists of up to 300 interviews for each of the six sources, for a total of 1,800 completed interviews.

List Size and Content

GMA was provided with separate computer lists for each source, which included name and mailing address for a random sampling of inquirers. Phone numbers were provided when available. GMA obtained the balance of telephone numbers for potential respondents as necessary.

Sample Size

Telephone samples sufficient to produce a total $n = 1,800$ completed interviews from all 2014/2015 sources tested.

Statistical Reliability

The overall sample size of 300 (source tested) will produce a sampling error range of ± 5.8 percentage points. This means that if the sample results indicate 50 percent of the respondents recall the publication, the results will not vary from the true percentage by more than ± 5.8 percentage points in 95 out of 100 replications of the study.

At the overall sample size of 1,800, there is a sampling error of ± 1.6 percentage points at the 95 percent confidence level.

Interview Length

The average length of all interviews was 10 minutes.

Interviewing Time and Dates

All interviewing was conducted in October and November 2015 in the evening hours during weekdays and during daytime hours on weekends.

Data Analysis – Weighting

All data gathered were weighted in relation to the number of responses generated by each source.

VIII. Questionnaire

2015 NORTH TO ALASKA CONVERSION STUDY

Final Questionnaire (10/26/15)

INTRODUCTION: Hello, this is Mr./Ms. _____ with GMA Research Corporation, a marketing and opinion research company. We are conducting a follow-up study on people who requested information on driving through Canada to Alaska and would like to include your opinions. May I speak with **(name from phone file)**?

(IF NOT AVAILABLE, ARRANGE TIME TO CALLBACK. MUST SPEAK WITH PERSON LISTED. WHEN CORRECT PERSON IS ON THE LINE, REINTRODUCE YOURSELF, IF NECESSARY, AND CONTINUE...)

Q1 How many driving vacations have you taken 1000 miles or more from home in the past 5 years?

- 1 1
- 2 2
- 3 3
- 4 4
- 5 5 or more
- 6 None
- 7 Don't know/refused

Q2 In late 2014 or early 2015, you received a travel guide **called** North to Alaska. The travel guide contained four driving routes through Canada and into Alaska. At the time you received this vacation literature had you...

(READ LIST -- RECORD ONE MENTION ONLY)

- 1 Already been to Alaska and were planning to go again
- 2 Already been to Canada and were planning to go again
- 3 Already been to Alaska and/or Canada and just wanted to see the literature
- 4 Already decided to go to Alaska but not Canada
- 5 Already decided to go to Canada but not Alaska
- 6 Already decided to go to Alaska and Canada
- 7 Trying to decide where to go on vacation
- 8 Just wanted to see the literature and had no travel plans
- 9 **(DON'T READ)** Don't recall receiving the vacation literature
- 0 **(DON'T READ)** Don't know **(PROBE WITH: "Which one best describes?")**

Q3 Which, if any, of the following did you visit in 2015?

(READ LIST -- RECORD MULTIPLE MENTIONS)

- 1 Alaska
- 2 Alberta
- 3 British Columbia
- 4 Yukon
- 5 **(Don't Read)** None
- 6 **(Don't Read)** Don't know
- 7 **(Don't Read)** Refused

(IF RESPONDENT MENTIONS ALASKA, ALBERTA, BRITISH COLUMBIA OR YUKON IN Q3, SKIP TO Q7)

(IF RESPONDENT SAYS "NONE" IN Q3, CONTINUE HERE.)

Q4 When are you likely to take a driving vacation to Alaska?**(READ LIST)**

- 1 2016
- 2 2017
- 3 Likely, but don't know when
- 4 Not likely
- 5 **(DON'T READ)** Other **(SPECIFY)**
- 6 **(DON'T READ)** Refused

Q5 What would you consider your primary reason for not taking a driving vacation through Canada and into Alaska in 2015?

(DON'T READ LIST-DON'T PROBE, MULTIPLE RESPONSES OK)

- 1 Gas/Fuel prices
- 2 Have already done that
- 3 Health problem-All mentions
- 4 Other commitments
- 5 Passport required/Don't have passport
- 6 Planning to go later
- 7 Time/No time
- 8 Too expensive
- 9 Too far to drive
- 10 Too late in the year
- 11 Took a cruise instead
- 12 Wasn't our destination
- 13 Went somewhere else
- 14 Other **(SPECIFY)**
- 15 Don't know
- 16 Refused

Q6 What other reasons have kept you from driving to Alaska for vacation purposes in 2015?

(DON'T READ LIST-DON'T PROBE, MULTIPLE RESPONSES OK)

- 1 Gas/Fuel prices
- 2 Have already done that
- 3 Health problem-All mentions
- 4 Other commitments
- 5 Passport required/Don't have passport
- 6 Planning to go later
- 7 Time/No time
- 8 Too expensive
- 9 Too far to drive
- 10 Too late in the year
- 11 Took a cruise instead
- 12 Wasn't our destination
- 13 Went somewhere else
- 14 Other **(SPECIFY)**
- 15 Don't know
- 16 Refused

(NON-CONVERTORS "NONE" IN Q3 SKIP TO Q79)

Q7 Did the North to Alaska travel guide influence any of your following travel decisions? **(READ LIST. RECORD MULTIPLE MENTIONS)**

The decision to drive to Canada and Alaska

- 1 Yes
- 2 No

Selection of driving routes or travel itinerary

- 1 Yes
- 2 No

Selection of communities to visit

- 1 Yes
- 2 No

Increased the length of your trip in order to see/do everything

1 Yes

2 No

Selection of a specific activity/attraction/restaurant

1 Yes

2 No

Q8 As a result of receiving the North to Alaska travel guide did you visit the North to Alaska website? Northtoalaska.com

1 Yes

2 No

Q9 **(If “YES” in Q8)** Did the website NorthtoAlaska.com influence any of your following travel decisions? **(READ LIST. RECORD MULTIPLE MENTIONS)**

The decision to drive to Canada and Alaska

1 Yes

2 No

Selection of driving routes or travel itinerary

1 Yes

2 No

Selection of communities to visit

1 Yes

2 No

Increased the length of your trip in order to see/do everything

1 Yes

2 No

Selection of a specific activity/attraction/restaurant

1 Yes

2 No

(ALBERTA VISITORS ONLY)

READ: "FIRST, I'D LIKE TO ASK YOU A FEW QUESTIONS JUST ABOUT THE ALBERTA PORTION OF YOUR TRIP."

Q10 How influential was the North to Alaska travel guide in your decision to visit Alberta? Use a scale of 1 to 7 where 1 means "it had no influence at all" and 7 means "it directly influenced your decision".

- 1 No influence at all
- 2
- 3
- 4
- 5
- 6
- 7 Directly influenced your decision
- 8 Don't know
- 9 Refused

Q11 Was the trip you took to Alberta primarily for business, pleasure, visiting friends or relatives, or for personal reasons (student, family matters, etc.)?

(DO NOT READ LIST--RECORD ONE MENTION ONLY)

- 1 Primarily for business
- 2 Primarily for pleasure
- 3 Primarily for visiting friends/relatives
- 4 Primarily for personal reasons (student, family matters, etc.)
- 5 Don't know
- 6 Refused

Q12 **(IF VISITED NORTH TO ALASKA WEBSITE IN Q8)** How influential was Northtoalaska.com website in your decision to visit Alberta? Use a scale of 1 to 7 where 1 means "it had no influence at all" and 7 means "it directly influenced your decision"

- 1 No influence at all
- 2
- 3
- 4
- 5
- 6
- 7 Directly influenced your decision
- 8 Don't know
- 9 Refused

- Q13 **(IF VISITED NORTH TO ALASKA WEBSITE IN Q8)** Did you visit the Alberta website at Travelalberta.com as a result of visiting the North to Alaska website?
- 1-Yes
 - 2_No
 - 3-Don't know
 - 4-Refused
- Q14 **(If Q13 = YES)** Did you purchase any services from any of the Alberta businesses or organizations that you found on the travel Alberta website?
- 1-Yes
 - 2-No
 - 3-Don't know
 - 4-Refused
- Q15 **(If Q14=YES)** Approximately, how much did you spend on services from the Alberta businesses or organizations you contacted?
- Q16 How many days did you spend in Alberta?
- Q17 How many people, including yourself, were in your immediate party? By immediate, I mean the number of people included in your party's trip expenses, which may not be the total number of people traveling in your group.
- Q18 What would you say was the approximate total your party spent just in Alberta?
- Q19 What cities or specific destination in Alberta did you visit?
- Q19.1 **(IF VISITED ALBERTA AND NOT ALASKA ASK)** Why did you choose to stop in Alberta and not go all the way to Alaska? **(RECORD VERBATIM RESPONSE).**

(BRITISH COLUMBIA VISITORS ONLY)

READ: "FIRST/NOW, I'D LIKE TO ASK YOU A FEW QUESTIONS ABOUT THE BRITISH COLUMBIA PORTION OF YOUR TRIP."

Q20 How influential was the North to Alaska travel guide in your decision to visit British Columbia? Use a scale of 1 to 7 where 1 means "it had no influence at all" and 7 means "it directly influenced your decision".

- 1 No influence at all
- 2
- 3
- 4
- 5
- 6
- 7 Directly influenced your decision
- 8 Don't know
- 9 Refused

Q21 Was the trip you took to British Columbia primarily for business, pleasure, visiting friends or relatives, or for personal reasons (student, family matters, etc.)?

(DO NOT READ LIST--RECORD ONE MENTION ONLY)

- 1 Primarily for business
- 2 Primarily for pleasure
- 3 Primarily for visiting friends/relatives
- 4 Primarily for personal reasons (student, family matters, etc.)
- 5 Don't know
- 6 Refused

Q22 **(IF VISITED NORTH TO ALASKA WEBSITE IN Q8)** How influential was Northtoalaska.com website in your decision to visit British Columbia? Use a scale of 1 to 7 where 1 means "it had no influence at all" and 7 means "it directly influenced your decision"

- 1 No influence at all
- 2
- 3
- 4
- 5
- 6
- 7 Directly influenced your decision
- 8 Don't know
- 9 Refused

- Q23 **(IF VISITED NORTH TO ALASKA WEBSITE IN Q8)** Did you visit the British Columbia website at Hellobc.com as a result of visiting the North to Alaska website?
- 1 Yes
 - 2 No
 - 3 Don't know
 - 4 Refused
- Q24 **(If Q23 = YES)** Did you purchase any services from any of the British Columbia businesses or organizations that you found on the Hello BC website?
- 1 Yes
 - 2 No
 - 3 Don't know
 - 4 Refused
- Q25 **(If Q24=YES)** Approximately, how much did you spend on services from the British Columbia businesses or organizations you contacted?
- Q26 How many days did you spend in British Columbia?
- Q27 How many people, including yourself, were in your immediate party? By immediate, I mean the number of people included in your party's trip expenses, which may not be the total number of people traveling in your group.
- Q28 What would you say was the approximate total your party spent just in British Columbia?
- Q29 What cities or specific destinations in British Columbia did you visit?
- Q30 **(IF VISITED BC AND NOT ALASKA ASK)** Why did you choose to stop in British Columbia and not go all the way to Alaska? **(RECORD VERBATIM RESPONSE).**

(YUKON VISITORS ONLY)

READ: "FIRST/NOW, I'D LIKE TO ASK YOU A FEW QUESTIONS ABOUT THE YUKON PORTION OF YOUR TRIP."

Q31 Prior to your most recent visit, how many times have you visited the Yukon?

(DO NOT READ LIST-RECORD SINGLE MENTION ONLY)

- 1 1 time
- 2 2 times
- 3 3 times
- 4 4 times
- 5 5 times
- 6 6 or more times
- 7 Don't know
- 8 Refused

Q32 How influential was the North to Alaska travel guide in your decision to visit the Yukon? Use a scale of 1 to 7 where 1 means "it had no influence at all" and 7 means "it directly influenced your decision".

- 1 No influence at all
- 2
- 3
- 4
- 5
- 6
- 7 Directly influenced your decision
- 8 Don't know
- 9 Refused

Q33 Was the trip you took to the Yukon primarily for business, pleasure, visiting friends or relatives, or for personal reasons (student, family matters, etc.)?

(DO NOT READ LIST--RECORD ONE MENTION ONLY)

- 1 Primarily for business
- 2 Primarily for pleasure
- 3 Primarily for visiting friends/relatives
- 4 Primarily for personal reasons (student, family matters, etc.)
- 5 Don't know
- 6 Refused

- Q34 **(IF VISITED NORTH TO ALASKA WEBSITE IN Q8)** How influential was Northtoalaska.com website in your decision to visit the Yukon? Use a scale of 1 to 7 where 1 means “it had no influence at all” and 7 means “it directly influenced your decision”
- 1 No influence at all
 - 2
 - 3
 - 6
 - 7 Directly influenced your decision
 - 8 Don’t know
 - 9 Refused
- Q35 **(IF VISITED NORTH TO ALASKA WEBSITE IN Q8)** Did you visit The Yukon website at Travelyukon.com as a result of visiting the North to Alaska website?
- 1 Yes
 - 2 No
 - 3 Don’t know
 - 4 Refused
- Q36 **(If Q35 = YES)** Did you purchase any services from any of the Yukon businesses or organizations that you found on the Travel Yukon website?
- 1 Yes
 - 2 No
 - 3 Don’t know
 - 4 Refused
- Q37 **(If Q36 = YES)** Approximately, how much did you spend on services from the Yukon businesses or organizations you contacted?
- Q38 How many days did you spend in the Yukon?
- Q39 How many people, including yourself, were in your immediate party? By immediate, I mean the number of people included in your party’s trip expenses, which may not be the total number of people traveling in your group.
- Q40 What would you say was the approximate total your party spent just in the Yukon?
- Q41 What cities or specific destinations in the Yukon did you visit?
- Q42 **(IF VISITED YUKON AND NOT ALASKA ASK)** Why did you choose to stop in the Yukon and not go all the way to Alaska? **(RECORD VERBATIM RESPONSE).**

ALASKA VISITORS**READ: "NOW I'D LIKE TO ASK YOU A FEW QUESTIONS ABOUT YOUR ENTIRE TRIP"****Q43 Which of the following best describes your vacation? (READ ENTIRE LIST BEFORE ACCEPTING A RESPONSE--RECORD ONE MENTION ONLY)**

- 1 Driving vacation from Lower 48 states through Canada and into Alaska.
- 2 Driving vacation with portions of the trip on the Alaska Marine Highway.
- 3 Driving vacation with portions of the trip on the BC Ferry.
- 4 Fly to Alaska then drive once inside Alaska.
- 5 Fly to Alberta, Yukon or British Columbia then drive once inside Canada and Alaska.
- 6 Cruise-only or cruise-plus land tour.
- 7 Flew up and took cruise
- 8 Took the train
- 9 **(DON'T READ) Other (SPECIFY)**
- 10 **(DON'T READ) Don't know**

Q43.1 (IF Q43 = 2 or 3) In which community did you first board the ferry? (DO NOT READ LIST--RECORD ONE MENTION ONLY)

- | | |
|---------------|---------------------------------|
| 1 Bella Bella | 13 Prince Rupert |
| 2 Bellingham | 14 Sitka |
| 3 Cordova | 15 Tofino |
| 4 Haines | 16 Tsawwassen |
| 5 Homer | 17 Valdez |
| 6 Juneau | 18 Vancouver |
| 7 Ketchikan | 19 Victoria |
| 8 Klemtu | 20 Whittier |
| 9 Kodiak | 21 Wrangell |
| 10 Nanaimo | 22 Yakutat |
| 11 Petersburg | 23 Other (Specify) _____ |
| 12 Port Hardy | 24 Don't know/Refused |

Q44 (If Q43=4) Did you also visit Canada at any point after you were in Alaska?

- 1 Yes
- 2 No

Q45 (If Q44=YES) Which areas of Canada did you visit? (RECORD VERBATIM RESPONSE)

Q46 **(If Q43 = 4, 6, 7, 8, 9 or 10)** What was the main reason you did not take a driving vacation through Canada and into Alaska? **(RECORD VERBATIM RESPONSE THEN SKIP TO Q71)**

Q47 **(If Q43 = 1, 2, 3 or 5)** What was the main reason you decided on a driving vacation through Canada and into Alaska? **(RECORD VERBATIM RESPONSE)**

Q48 **(If Q43 = 1, 2, 3 or 5)** Which of the following was the main type of transportation you used?

(READ LIST -- RECORD ONE MENTION ONLY)

- 1 Car, truck or van with no living space included
- 2 Motorhome
- 3 Campervan
- 4 Truck Camper
- 5 Car, truck or van pulling a trailer with living space included
- 6 Motorcycle
- 7 Other (specify)
- 8 Don't know **(PROBE)**

Q49 Do you own, lease or did you rent the (response from Q48)

- 1 Own
- 2 Lease
- 3 Rent
- 4 Other (Specify)

Q50 I'm going to read you a list of accommodations people might use while taking a driving vacation through Canada and into Alaska. Which, if any, of the following did you use during your trip?

(READ LIST -- RECORD MULTIPLE MENTIONS)

- 1 Stayed in a provincial, state or federal campground
- 2 Stayed in a private campground
- 3 Stayed in a hotel/motel
- 4 Stayed in a Bed and Breakfast
- 5 Stayed in a wilderness lodge/resort cabin
- 6 Stayed with a friend or relative
- 7 Stayed in a Walmart or similar parking lot
- 8 **(DON'T READ)** Other **(SPECIFY)**
- 9 **(DON'T READ)** None
- 10 **(DON'T READ)** Don't know
- 11 **(DON'T READ)** Refused

- Q51 What was the total number of nights you were on your trip?
(ENTER EXACT NUMBER)
- Q52 From the "X" nights on your driving trip, approximately how many nights did you stay (response for Q50). **(ENTER EXACT NUMBER)**
- Q53 Now thinking just about the Alaska portion of your trip, was the trip you took to Alaska primarily for business, pleasure, visiting friends or relatives, or for personal reasons (student, family matters, etc.)?

(DO NOT READ LIST--RECORD ONE MENTION ONLY)

- 1 Primarily for business
 - 2 Primarily for pleasure
 - 3 Primarily for visiting friends/relatives
 - 4 Primarily for personal reasons (student, family matters, etc.)
 - 5 Don't know
 - 6 Refused
- Q54 **(IF Q53 =1 OR 2)** Did you visit friends or relatives at all during your trip in Alaska?
- 1 Yes
 - 2 No
 - 3 Don't know
 - 4 Refused
- Q55 **(If Q53=3 or Q54 = 1)** Were any of the friends or relatives you were visiting associated with the military?
- 1 Yes
 - 2 No
 - 3 Don't know
 - 4 Refused
- Q56 **(If Q54=1)** Using a scale of 1 to 7, where 1 means "not at all important" and 7 means "very important," how important was visiting friends or relatives in the reason you decided to take your vacation in Alaska?
- 1 Not at all important
 - 2
 - 3
 - 4
 - 5
 - 6
 - 7 Very important

- 8 Don't know
- 9 Refused

Q57 How influential was the North to Alaska travel guide in your decision to visit Alaska? Use a scale of 1 to 7 where 1 means "it had no influence at all" and 7 means "it directly influenced your decision".

- 1 No influence at all
- 2
- 3
- 4
- 5
- 6
- 7 Directly influenced your decision
- 8 Don't know
- 9 Refused

Q58 **(IF VISITED NORTH TO ALASKA WEBSITE IN Q8)** How influential was the Northtoalaska.com website in your decision to visit Alaska? Use a scale of 1 to 7 where 1 means "it had no influence at all" and 7 means "it directly influenced your decision".

- 1 No influence at all
- 2
- 3
- 4
- 5
- 6
- 7 Directly influenced your decision
- 8 Don't know
- 9 Refused

Q59 **(IF VISITED NORTH TO ALASKA WEBSITE IN Q8)** Did you visit the Alaska website at Travelalaska.com as a result of visiting the North to Alaska website?

- 1 Yes
- 2 No
- 3 Don't know
- 4 Refused

Q60 **(If Q59 = YES)** Did you purchase any services from any of the Alaska businesses or organizations that you found on the travel Alaska website?

- 1 Yes
- 2 No

- 3 Don't know
- 4 Refused

Q61 **(If Q60=YES)** Approximately, how much did you spend on services from the Alaska businesses or organizations you contacted?

Q62 During what month did you make your reservations for your vacation through Canada and into Alaska?

(DO NOT READ LIST--RECORD SINGLE MENTION)

- 1 October 2014 or before
- 2 November 2014
- 3 December 2014
- 4 January 2015
- 5 February 2015
- 6 March 2015
- 7 April 2015
- 8 May 2015
- 9 June 2015
- 10 July 2015
- 11 August 2015
- 12 September 2015
- 13 Didn't make any reservations
- 14 Don't know/refused

Q 63 For what aspects of your vacation did you make reservations?

(DO NOT READ LIST- RECORD MULTIPLE RESPONSES)

- 1 Accommodations/Hotel
- 2 Tours
- 3 Airfare
- 4 Car rental
- 5 RV rental
- 6 **(DON'T READ)** Other **(SPECIFY)** _____
- 7 Don't know/refused

Q64 And during which month(s) of 2015 did you take your vacation through Canada and into Alaska?

(DO NOT READ LIST--RECORD MULTIPLE MENTIONS)

- 1 January 2015
- 2 February 2015
- 3 March 2015
- 4 April 2015
- 5 May 2015
- 6 June 2015
- 7 July 2015
- 8 August 2015
- 9 September 2015
- 10 October 2015
- 11 November 2015
- 13 December 2015
- 13 Don't know **(PROBE)**
- 14 Refused

Q65 What was the total number of days you were on your trip? **(RECORD EXACT NUMBER)**

Q66 What cities or specific destinations in Alaska did you visit?

(READ LIST - PAUSE AFTER EACH FOR RESPONSE)

- 01 Alaska Highway
- 02 Anchorage
- 03 Arctic Circle
- 04 Barrow
- 05 Copper Valley
- 06 Cordova
- 07 Fairbanks
- 08 Girdwood/Alyeska
- 09 Glacier Bay National Park
- 10 Glennallen
- 11 Haines
- 12 Homer
- 13 Hoonah/Icy Straight Point
- 14 Inside Passage
- 15 Juneau
- 16 Katmai National Park
- 17 Kenai Fjords National Park
- 18 Kenai Peninsula/Soldotna

- 19 Ketchikan
- 20 Kodiak
- 21 Kotzebue
- 22 Mt. McKinley/Denali National Park
- 23 Nome
- 24 North Pole
- 25 Palmer
- 26 Petersburg
- 27 Portage
- 28 Prince of Wales Island
- 29 Prince William Sound
- 30 Seward
- 31 Skagway
- 32 Sitka
- 33 Talkeetna
- 34 Tok
- 35 Valdez
- 36 Wasilla
- 37 Whittier
- 38 Wrangell St. Elias National Park
- 39 **(DON'T READ) Other (SPECIFY)**
- 40 **(DON'T READ) Don't know**

- Q67 How many days did you spend in Alaska?
- Q68 When visiting Alaska, including yourself, what was the total number of people traveling in your group? By group we mean friends or relatives that were traveling with you as part of your group.
- Q69 When visiting Alaska, including yourself, how many people were in your immediate party? By immediate, I mean the number of people included in your party's trip expenses, which may not be the total number of people traveling in your group.
- Q70 What would you say was the approximate total your party spent just in Alaska?
- Q71 Starting when you crossed the Canadian Border from the lower 48 until you returned to the lower 48 states, what would you say was the approximate total cost of your immediate party's visit through Canada and into Alaska?

Q72 What non-Internet sources, if any, did you refer to in planning or arranging your trip through Canada and into Alaska? **(DO NOT READ LIST—PROBE WITH ‘ANYTHING ELSE’--RECORD MULTIPLE MENTIONS)**

- 1 AAA/Travel Agent
- 2 Books/Travel Books
- 3 Brochure/Wrote or called company for brochure
- 4 Brochure/Wrote or called tourism office for brochure
- 5 Consumer Shows
- 6 Cruise Line advertising brochure
- 7 Friends or relatives
- 8 Good Sam
- 9 Magazine advertising
- 10 Magazine articles
- 11 Maps
- 12 The Milepost
- 13 Movies/DVD's
- 14 Newspaper advertising
- 15 Newspaper articles
- 16 Official Alaska State Planner
- 17 Products and services reviews
- 18 Reality TV Shows
- 19 Specialty trip planner
- 20 Television or travels shows
- 21 Travel books
- 22 Wrote to Cities
- 23 **(DON'T READ)** Other **(SPECIFY)** _____
- 24 **(DON'T READ)** None
- 25 **(DON'T READ)** Don't know/refused

Q73 What other Internet sources did you refer to in planning or arranging your trip through Canada and into Alaska? **(DO NOT READ LIST—PROBE WITH ‘ANYTHING ELSE’--RECORD MULTIPLE MENTIONS)**

- 1 City Search
- 2 Cruise Critic
- 3 Cruise Line Website
- 4 Destination websites (cities, states, counties)
- 5 Downloadable apps for smartphone/tablet
- 6 Expedia
- 7 Facebook
- 8 Four Square
- 9 Instagram
- 10 Internet
- 11 Kayak

- 12 LinkedIn
- 13 Online travel forums such as Fodor's or Frommer's
- 14 Orbitz
- 15 Pinterest
- 16 Priceline
- 17 Travel Blogs
- 18 Travel trip journals
- 19 Travelocity
- 20 Trip Advisor
- 21 Trip It
- 22 Twitter
- 23 Yelp
- 24 Youtube
- 25 **(DON'T READ)** Other **(SPECIFY)**_____
- 26 **(DON'T READ)** None
- 27 **(DON'T READ)** Don't know/refused

Q74 I am going to read you a list of activities people can do during a trip through Canada and into Alaska. On your trip through Canada to Alaska, and while in Alaska, which, if any of the following did you do?

(READ LIST--PAUSE AFTER EACH AND WAIT FOR A RESPONSE--RECORD MULTIPLE MENTIONS)

- 1 Arts/culture/history
- 2 Backpacking or hiking
- 3 Bicycling
- 4 Birdwatching
- 5 Business
- 6 Camped in tent
- 7 Car rental
- 8 Cross Country (Nordic) Skiing
- 9 Day cruises
- 10 Dog mushing
- 11 Festival & events
- 12 Fishing
- 13 Flightseeing
- 14 Glacier viewing
- 15 Gold panning/mine tour
- 16 Hiking/nature walks
- 17 Historical/culture attractions
- 18 Hot springs
- 19 Hunting
- 20 Iditarod

- 21 Kayaking or canoeing
- 22 Motorcoach tour
- 23 Museums
- 24 Native cultural tours & attractions
- 25 Northern Lights viewing
- 26 Rafting
- 27 River rafting or float trip
- 28 RV rental
- 29 Salmon Bake
- 30 Shopping
- 31 Shows/Alaska entertainment
- 32 Sightseeing/city tour
- 33 Snow skiing/snowboarding
- 34 Snowmobiling
- 35 Soft adventure nature tour
- 36 Train-Alaska Railroad
- 37 Train-White Pass/Yukon
- 38 Took an extended wilderness trip or expedition
- 39 Took an overnight cruise
- 40 Tramway/Gondola
- 41 Winter activities or attractions
- 42 Wildlife viewing (bears, whales, etc.)
- 43 **(DON'T READ) Other (SPECIFY)**
- 44 **(DON'T READ) None**
- 45 **(DON'T READ) Don't know**
- 46 **(DON'T READ) Refused**

Q74.1 Which one of the activities I just read would you say was most important in your decision to drive to Canada and Alaska? **(DO NOT READ LIST—RECORD SINGLE MENTION ONLY).**

- 1 Arts/culture/history
- 2 Backpacking or hiking
- 3 Bicycling
- 4 Birdwatching
- 5 Business
- 6 Camped in tent
- 7 Car rental
- 8 Cross Country (Nordic) Skiing
- 9 Day cruises
- 10 Dog mushing
- 11 Festival & events
- 12 Fishing
- 13 Flightseeing
- 14 Glacier viewing

- 15 Gold panning/mine tour
- 16 Hiking/nature walks
- 17 Historical/culture attractions
- 18 Hot springs
- 19 Hunting
- 20 Iditarod
- 21 Kayaking or canoeing
- 22 Motorcoach tour
- 23 Museums
- 24 Native cultural tours & attractions
- 25 Northern Lights viewing
- 26 Rafting
- 27 River rafting or float trip
- 28 RV rental
- 29 Salmon Bake
- 30 Shopping
- 31 Shows/Alaska entertainment
- 32 Sightseeing/city tour
- 33 Snow skiing/snowboarding
- 34 Snowmobiling
- 35 Soft adventure nature tour
- 36 Train-Alaska Railroad
- 37 Train-White Pass/Yukon
- 38 Took an extended wilderness trip or expedition
- 39 Took an overnight cruise
- 40 Tramway/Gondola
- 41 Winter activities or attractions
- 42 Wildlife viewing (bears, whales, etc.)
- 43 Other **(SPECIFY)**
- 44 None
- 45 Don't know
- 46 Refused

Q74.2 Which one of the activities I just read would you say was second most important in your decision to drive to Canada and Alaska? **(DO NOT READ LIST—RECORD SINGLE MENTION ONLY).**

- 1 Arts/culture/history
- 2 Backpacking or hiking
- 3 Bicycling
- 4 Birdwatching
- 5 Business
- 6 Camped in tent
- 7 Car rental
- 8 Cross Country (Nordic) Skiing

- 9 Day cruises
- 10 Dog mushing
- 11 Festival & events
- 12 Fishing
- 13 Flightseeing
- 14 Glacier viewing
- 15 Gold panning/mine tour
- 16 Hiking/nature walks
- 17 Historical/culture attractions
- 18 Hot springs
- 19 Hunting
- 20 Iditarod
- 21 Kayaking or canoeing
- 22 Motorcoach tour
- 23 Museums
- 24 Native cultural tours & attractions
- 25 Northern Lights viewing
- 26 Rafting
- 27 River rafting or float trip
- 28 RV rental
- 29 Salmon Bake
- 30 Shopping
- 31 Shows/Alaska entertainment
- 32 Sightseeing/city tour
- 33 Snow skiing/snowboarding
- 34 Snowmobiling
- 35 Soft adventure nature tour
- 36 Train-Alaska Railroad
- 37 Train-White Pass/Yukon
- 38 Took an extended wilderness trip or expedition
- 39 Took an overnight cruise
- 40 Tramway/Gondola
- 41 Winter activities or attractions
- 42 Wildlife viewing (bears, whales, etc.)
- 43 Other **(SPECIFY)**
- 44 None
- 45 Don't know
- 46 Refused

Q74.3 And which one of the activities was third most important in your decision to drive to Canada and Alaska? **(DO NOT READ LIST—RECORD SINGLE MENTION ONLY).**

- 1 Arts/culture/history
- 2 Backpacking or hiking
- 3 Bicycling

-
- 4 Birdwatching
 - 5 Business
 - 6 Camped in tent
 - 7 Car rental
 - 8 Cross County (Nordic) Skiing
 - 9 Day cruises
 - 10 Dog mushing
 - 11 Festival & events
 - 12 Fishing
 - 13 Flightseeing
 - 14 Glacier viewing
 - 15 Gold panning/mine tour
 - 16 Hiking/nature walks
 - 17 Historical/culture attractions
 - 18 Hot springs
 - 19 Hunting
 - 20 Iditarod
 - 21 Kayaking or canoeing
 - 22 Motorcoach tour
 - 23 Museums
 - 24 Native cultural tours & attractions
 - 25 Northern Lights viewing
 - 26 Rafting
 - 27 River rafting or float trip
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 - 36 Train-Alaska Railroad
 - 37 Train-White Pass/Yukon
 - 38 Took an extended wilderness trip or expedition
 - 39 Took an overnight cruise
 - 40 Tramway/Gondola
 - 41 Winter activities or attractions
 - 42 Wildlife viewing (bears, whales, etc.)
 - 43 Other **(SPECIFY)**
 - 44 None
 - 45 Don't know
 - 46 Refused

- Q75 **(If Q2 = 1)** You indicated earlier you visited Alaska prior to 2014. Including your 2014 visit, how many times have you visited Alaska for vacation purposes?

(DO NOT READ LIST--RECORD SINGLE MENTION ONLY)

- 1 2 times
- 2 3 times
- 3 4 times
- 4 5 times
- 5 6 or more times
- 6 Don't know
- 7 Refused

- Q76 **(If Q75 is 1,2,3,4 or 5)** Which type of travel best describes your first trip to Alaska for vacation purposes?

(READ ENTIRE LIST BEFORE ACCEPTING A RESPONSE—RECORD ONE MENTION ONLY)

- 1 Driving vacation from Lower 48 states through Canada and into Alaska.
- 2 Driving vacation with portions of the trip on the Alaska Marine Highway.
- 3 Driving vacation with portions of the trip on the BC Ferry.
- 4 Fly to Alaska then drive once inside Alaska.
- 5 Fly to Alberta, Yukon or British Columbia then drive once inside Canada and Alaska.
- 6 Cruise-only or cruise-plus land tour.
- 7 Flew up and took cruise
- 8 Took the train
- 9 **(DON'T READ) Other (SPECIFY)**
- 10 **(DON'T READ) Don't know**

- Q77 Which, if any, of the following online community social networks or websites do you visit 3 or more times a week? **(READ LIST- RECORD MULTIPLE MENTIONS)**

- 1 Facebook
- 2 YouTube
- 3 LinkedIn
- 4 Twitter
- 5 Trip Advisor
- 6 Cruise Critic
- 7 Trip It
- 8 Online travel forums such as Fodor's or Frommer's
- 9 Travel blog's

- 10 Flickr
- 11 Four Square
- 12 Pinterest
- 13 Instagram
- 14 **(DON'T READ) Other (SPECIFY)**
- 15 **(DON'T READ) None**

Q77.1 **(IF Q77 = 1)** Which of the following Facebook pages do you visit 3 or more times a week? **(Read list. Record multiple mentions).**

- 1 Your own Facebook page
- 2 A destination Facebook page
- 3 A business Facebook page
- 4 **(Don't read) Other (Specify)**
- 5 **(Don't read) None**

Q78 Did your participation in any of these online community social networks or websites influence any of your following travel decisions? (Read List. Record Multiple Mentions)

The decision to drive to Canada and Alaska

- 1 Yes
- 2 No

Selection of driving routes or travel itinerary

- 1 Yes
- 2 No

Selection of communities to visit

- 1 Yes
- 2 No

Increased the length of my trip in order to see/do everything

- 1 Yes
- 2 No

Selection of a specific activity/attraction/restaurant

- 1 Yes
- 2 No

Q79 **(NOT A QUESTION--INTERVIEWER ENTER GENDER OF RESPONDENT)**

- 1 Male
- 2 Female

Q80 What is your marital status? **(READ ENTIRE LIST BEFORE ACCEPTING A RESPONSE--RECORD ONE MENTION ONLY)**

- 1 Married
- 2 Living together, not married
- 3 Single (never married)
- 4 Divorced or separated
- 5 Widowed\ **(DO NOT READ)** Refused

Q81 Do you have any children under 18 years of age residing in your household?

- 1 Yes
- 2 No
- 3 Refused

Q82 Which of the following best describes your employment status?

(READ LIST--RECORD ONE MENTION ONLY)

- 1 Employed full-time
- 2 Employed part-time
- 3 Retired
- 4 Homemaker
- 5 Student
- 6 Unemployed
- 7 Disabled
- 8 **(DO NOT READ)** Other **(SPECIFY)**
- 9 **(DO NOT READ)** Refused

Q83 Please tell me which of the following categories best describes your age—**(READ LIST--RECORD ONE MENTION)**

- 1 Under 25
- 2 25-34
- 3 35-44
- 4 45-54
- 5 55-64
- 6 65 or older
- 7 **(DO NOT READ)** Refused

- Q84 How many people, including yourself, live in your household?
- 1 One
 - 2 Two
 - 3 Three
 - 4 Four
 - 5 Five
 - 6 Six
 - 7 Seven
 - 8 Eight
 - 9 Nine or more
 - 10 **(DO NOT READ)** Refused
- Q85 What was the last grade in school you have had the opportunity to complete?
- 1 High School graduate or less (grade 12 and under)
 - 2 Some college business or technical school
 - 3 College degree
 - 4 Advanced degree
 - 5 **(DO NOT READ)** Refused
- Q86 Which of the following best describes your cultural or ethnic background?
- 1 Caucasian
 - 2 African America
 - 3 Hispanic
 - 4 Cuban
 - 5 Native American Indian
 - 6 South American
 - 7 Asian
 - 8 Something else **(SPECIFY)**
 - 9 **(DO NOT READ)** Refused
- Q87 Do you own an RV?
- 1 Yes
 - 2 No
 - 3 Don't know
 - 4 Refused
- Q88 Which of the following best describes your household's total combined annual income? **(READ LIST--RECORD ONE MENTION)**
- 1 Less than \$20,000
 - 2 \$20,000 to \$34,999
 - 3 \$35,000 to \$49,999
 - 4 \$50,000 to \$74,999
 - 5 \$75,000 to \$99,999

6 \$100,000 or more

7 **(DO NOT READ)** Don't know **(PROBE: "PLEASE GIVE US YOUR BEST ESTIMATE")**

8 **(DO NOT READ)** Refused

Q89 For verification purposes only, may I have your first name only please?

Q90 And just to verify, did I dial.....

Q91 **(Not a question)** Capture zip/postal code from file